

PRINTERS' INK

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NEW YORK, SEPTEMBER 1, 1932

10c A COPY

ALL THE WORLD WEARS A
S T E T S O N



THE John B. Stetson Company has been making fine hats for 67 years. Fur and silk and leather are the best that can be bought. Crowns and brims are patiently blocked in by hand. . . . The world around, more men buy Stetson hats than any other brand.

You'll meet Stetsons in every place of power and fashion. On Peruvian presidents and Persian princes. On British peers and Belgian burgomasters. On American bankers and French boulevardiers. . . . *Because they're superbly finished, smartly styled.*

You'll find Stetsons wherever men lead hard and active lives. On Colorado cowboys and Paraguayan gauchos. On Canada's Northwest Mounted Police and the traffic cops of Tampico. On Cuban sugar growers and Malay rubber planters. . . . *Because they wear so well — through tropic sun and rain — through arctic sleet and snow.*

This fall the Stetson Company is offering the finest values in its history — a genuine Stetson for \$5 — with drastic reductions in all other prices. It's *news*, important news, to all the world. And Advertising Headquarters is telling the world — with very satisfactory results.

N. W. Ayer & Son, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

Worcester, Massachusetts

CENTRAL MASSACHUSETTS BUYS IN WORCESTER And Reads the Worcester Telegram and Gazette

Telegram-Gazette advertisers draw profits not only from the city of Worcester, but from the scores of substantial Central Massachusetts communities which find in Worcester a natural shopping center.

Worcester, with a population of 195,000, is the trading center for a suburban population which numbers more than 235,000 within the average 18-mile radius alone. More than 40% of these families own automobiles; for most of them Worcester's well-stocked stores are within an easy 15- to 30-minute driving distance.

Good roads, fast interurban bus service, a natural desire to buy where stocks are newest and selections most complete—all these are prime reasons why these families prefer to trade in Worcester. But perhaps the greatest reason is that the Worcester Telegram and Gazette are the dominant newspapers of this entire Central Massachusetts area, welding these various townships together in one great market exceptionally responsive to newspaper advertising.

The news of these suburban communities, gathered by 128 suburban reporters, fills 70 columns daily in the Telegram and Gazette (two editions). 899 trained carriers are on the job daily to rush this news to suburban readers; Telegram-Gazette trucks travel 964 miles daily to deliver the suburban editions. As a result of this service—

85% of all Worcester Suburban Families who regularly, every day, receive in their homes a Worcester newspaper read the Telegram or Gazette in their homes six days every week.

Cultivate this rich and responsive Central Massachusetts market through Telegram-Gazette advertising—the one medium affording adequate coverage of the ENTIRE Worcester Market, City and Suburban.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLX

NEW YORK, SEPTEMBER 1, 1932

No. 9

What Consignment Selling Can and Can't Do in These Times

Larger Manufacturers Are Adopting It as Emergency Expedient Now, But It Has Obvious Limitations

By E. B. Weiss

DURING the last year, a number of established manufacturers have adopted the consignment plan of selling. Note that I say "established" manufacturers. Consignment selling, with a few notable exceptions, has until recently been more the refuge of merchandising youngsters than a plan developed by seasoned organizations. But some of the bigger ones are using it now.

Why are these companies making this radical shift in merchandising procedure? How does a consignment selling plan function? And is it the panacea it appears to be?

These questions and others that will occur to anyone interested in this development are at least partially answered in a study of the motivating forces and details of a consignment selling plan recently put into effect by Tung-Sol Radio Tube, Inc.

The parent Tung-Sol organization is nationally known, and has national distribution for its auto bulbs. These bulbs are not sold on a consignment basis.

But when the more recently formed radio tube company began to sell its product in the same manner pursued by the auto bulb end of this business it soon found that, even though the latent goodwill in the brand name carried over into the new field, market conditions demanded a different type of selling approach.

In brief, the radio tube division uncovered a set of market conditions that are duplicated in many lines. It found that wholesalers and retailers were handling radio tubes at little or no profit, due not to inadequate profit margins granted by manufacturers, but because the trade, itself, was so deplorably unsettled. Price-cutting was rampant. Substitution was common. Frenzied merchandising was general.

It concluded that the state of affairs in the radio tube market pointed to one concrete conclusion: The manufacturer who wanted to take his business out of the rut of reckless competition would have to start by eliminating that sort of competition in the distributing field.

That, in turn, meant a firm hand on the product from the time it left the factory until it reached the ultimate buyer. And that, the company decided, could mean only one thing, if the job were to be done thoroughly: Consignment selling.

The company says: "The primary reason for adopting this plan is to enable us to establish satisfactory wholesale and retail outlets which will have efficient sales organizations and sufficient stocks to distribute Tung-Sol tubes efficiently."

But what of the wholesaler? How does he stand to benefit by a consignment selling plan? The

company sums up the plan's advantages, from the wholesaler's standpoint, by asserting that it will:

1. Make impossible cut-price competition among wholesalers.

2. Assure wholesalers of a legitimate margin of profit on all tube sales.

3. Reduce the wholesaler's investment in accounts receivable.

4. Afford the wholesaler a protection against credit losses.

5. Protect the wholesaler against loss due to price reductions.

6. Protect the wholesaler against loss due to obsolescence.

7. Enable wholesalers to carry complete stocks of all types of tubes, thus enabling them better to serve their dealers, without any inventory investment on the wholesaler's part.

8. Allow wholesalers the exclusive selling rights to a given territory.

9. Because the consignment selling plan carries through to the retailer, it gives the wholesaler a distinctive selling plan to offer to his retailers.

What advantages are the consignment selling plan supposed to hold for the retailer? The company answers:

Those advantages that consignment selling confers on the wholesaler it also confers on the retailer. It will eliminate price-cutting, assure a full margin of profit, protect against price reductions, protect against obsolescence, enable dealers to carry full stocks without inventory investment and will limit the dealers in a given community.

In other words, price-cutting, rapidly fluctuating profit margins, sudden price reductions, overnight obsolescence, inability to carry full stocks—all these are market troubles that hurt the manufacturer because they cripple his distributors. And they are conditions that exist almost everywhere today. Therefore, the answer to the query about the reasons for consignment selling's rather sudden popularity is that it seems to offer a solution to many of the outstanding marketing evils of the day.

But, as with all merchandising plans that appear to be sure-fire solutions to all marketing evils, consignment selling, while it may be one company's meat, may be another's poison. For example:

1. Consignment selling means, reduced to its simplest terms, that the product is the property of the manufacturer until it is bought by the ultimate user. The merchandise is never owned by the distributors.

That means that the manufacturer must be prepared to tie up a lot of money in finished goods. It requires that the manufacturer have a strong bank account—something that a company driven desperate by ruinous trade conditions usually does not possess.

2. Then there are many legal niceties to which one must pay close attention. No manufacturer should develop a consignment selling plan without competent legal advice. Under a consignment selling system there is no such thing as a jobber or a dealer. Instead, there is a wholesale agent and a retail agent. (It makes quite a difference.) Trade discounts do not exist. They are termed "basic compensation." "Gross profit," so far as distributors are concerned, becomes "gross compensation." Contracts must be drawn up—and drawn up carefully.

Everything According to Hoyle

The contract the wholesaler must sign when he agrees to handle the Tung-Sol line is an impressive legal document. Ditto for the contract retailers must sign. Everything must be according to Hoyle—or Blackstone—or all sorts of evils are likely to befall the manufacturer.

All that means time, trouble and money.

3. Wholesale agents, by the terms of their appointments, usually have the exclusive rights to a given territory. The line is also usually consigned to duly appointed retail agents who have partial, if not absolute, exclusive territory.

That immediately raises a big

CULTIVATE RHODE ISLAND IN 1932



When Your Boy Sets Out on a Man's Errand—

Blessings on him!—the modest newspaper appropriation that sets out to market in this brightening dawn!

With canny management he'll do business, and grow into man's stature, with a man's scope and stamina.

But at the start, don't send him too far afield, lest his weakness prevent any real accomplishment anywhere.

In the Providence market, for example . . . New England's second largest . . . 810,000 people in closely knit communities within the A.B.C. 15-mile City-and-Suburban radius . . . buying power, as shown by your charts and indices, well above average . . .

Divided among the ten daily papers published in this area, your appropriation may be thin and feeble. But in the Journal and Bulletin alone, its concentrated strength reaches more than half the city and suburban families of the market.

When size permits, let it spread out—and speed the day! Until then, let it do effective work in the most effective media.

The **PROVIDENCE**
JOURNAL and BULLETIN

Dominating **New England's Second Largest Market**

CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.
Boston • New York • Chicago • San Francisco • Los Angeles • Seattle

question, namely: Is the line of such a nature that it can be properly sold through a limited group of wholesale and retail agents? Tung-Sol decided in the affirmative and is accordingly limiting its outlets. But if the line demands the broadest distribution possible, consignment selling should not be considered, because the two are as far apart as the poles. One reason is brought out next.

4. Tung-Sol has prepared a report form for use by the wholesaler that does four things. It serves, among other things, as the wholesaler's consignment accounts receivable ledger sheet and as a statement to the retailer of his consignment account.

No later than the last day of each month, the wholesaler prepares this form in quintuplicate. After this statement form has been properly prepared, three copies are to be sent to the retailer, the wholesaler retaining one copy for his files and one copy for his salesmen. Upon receipt of the three copies, the retailer must prepare the inventory form in triplicate, converting the physical inventory into list value. He must then fill out the monthly remittance report, also in triplicate. And that's only half of the record keeping!

Needs Highly Efficient Distributors

What I am emphasizing here is that an efficiently operated consignment selling plan, such as the Tung-Sol plan, demands highly efficient wholesale and retail distributors. Any other type of distributor would be unable to fill out the requisite forms. Right there is a potent reason why broad distribution and consignment selling can't go hand in hand.

But, from the other side of the fence, these same facts mean that distributors capable of living up to their obligations under a consignment selling plan are more than likely to be excellent representatives for a manufacturer.

5. When the outright sale of Tung-Sol tubes to dealers and jobbers was discontinued and the new

consignment plan went into effect (May 1, 1932), many distributors eligible to receive consigned stocks had on hand stocks of tubes which were purchased outright and were consequently their own property. In the discretion of the source from which these tubes were purchased, these stocks could be returned to the manufacturer for full credit and rebilled on consignment, excluding obsolete and non-salable tubes. That, in many cases, had to be only a bookkeeping operation.

But what about merchandise that is in the hands of ineligible distributors? How is it to be taken off the market? It can't be permitted to melt away. When the consignment plan goes into effect all merchandise in the possession of distributors who cannot or will not come in under the new arrangement must be taken off their hands. The consignment selling plan must start with a clean slate. How much will that cost?

6. The wholesaler's accounting or record system is far more important to the manufacturer than the retailer's. Under the Tung-Sol plan, the wholesaler must keep, among other things:

- A. Some record of consignment accounts receivable.
- B. Some record of accounts receivable covering outright sales.
- C. Cash sales slips showing types, quantities and prices of tubes. (This is not necessary where cash sales are covered by regular invoice form.)
- D. Consignment invoice forms, which must be used to cover shipments of tubes on consignment to retail agents. A regular outright sales invoice must never be used for this purpose.
- E. Regular invoice form, to cover outright sales of radio tubes. These invoices will show types, quantities, list prices and discount, if any.

Cash sales slips, consignment invoices and regular invoices must be kept in systematic order.

(Continued on page 74)



The world's LARGEST newspaper carrier organization!

The Des Moines Register and Tribune now has 4,032 exclusive carrier salesmen, the largest organization of any newspaper in the world.

These boys give door-step delivery throughout the whole state of Iowa. Their prompt, dependable service is second only to The Register and Tribune's inherent reader interest as the reason for its amazingly large circulation.

The Register and Tribune has used no premiums or circulation contests in twenty years. Sheer editorial merit plus dependable delivery have alone been responsible for its steady circulation growth.

The Des Moines Register and Tribune

245,241 Daily

217,418 Sunday A. B. C.

P.S. Building permits in Des Moines in July ranked sixth in America, actually more new construction authorized in Des Moines than in Chicago, Philadelphia, Detroit or Los Angeles. And Iowa stood ninth in America in state ranking.

J. WALTER
THOMPSON
COMPANY

Product and market research
Merchandising
Complete advertising service in
newspapers, magazines, radio,
and outdoor

*An organization operating
on-the-ground in the market
centers of the world*

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS
LOS ANGELES • MONTREAL • TORONTO • • London
Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp
Bucharest • Sao Paulo • Buenos Aires • Johannesburg • Bombay • Sydney

Mr. Mennen Now Signs the Copy

He Is Selling Shaving Cream Rather Than Wit and So Jim Henry Has Been Superseded

By Eldridge Peterson

WHEN a new advertising campaign breaks shortly on Mennen shaving cream, it will carry copy written in the first person and signed by Bill Mennen, who in his sterner moments is W. G. Mennen, president of the company.

This is O. K. with me. I can readily see how this adds personality to the Mennen advertising because Mr. Mennen has a wide acquaintance in his field and there's a lot of good-will attached to his name.

But I happen to be one of those who still has a warm spot in his heart for that entertaining Mennen salesman, Jim Henry. Remember Jim? Sure you do! Who can forget that breezy character who used to wise-crack his way through many a Mennen advertisement?

And so what I was wondering to myself was this: If Mennen wants personality in its copy, why doesn't it get hold of Jim Henry again? This is the time to put men back to work, isn't it? Maybe Jim's out of a job. . . .

Mr. Mennen was very nice about it.

"I appreciate your interest in Jim," he said, "and I haven't any intention of taking work away from him. As a matter of fact he has a job. He's out on the firing line *selling*—yes, and we feel he's doing a better job there than he could do in our advertising.

"As I told PRINTERS' INK some time ago when it inquired what had become of Jim, the reason he was withdrawn from the boards was that he was just what you called him—"entertaining"—a writer and a wit, instead of a salesman. We felt people were getting more interested in Jim than they were in our products.

"But to get back to our new

campaign—I am not going to try to imitate Jim's style. We feel that a lot of shaving cream copy has gone far afield in talking about many things—everything, it seems,



The big plank in my platform! Bill Mennen

I TALK so much about Wilted Whiskers because that is the most important subject in shaving. Ordinary beard softening isn't enough. Your whiskers must be completely wilted if you want real shaving comfort. . . . Here, gentlemen, is the way to wilt whiskers:

Here is W. W.

Lather up with Mennen Shaving Cream. You feel the difference at the very first razor stroke. Whiskers don't stand up fight back, let go without a struggle. Your blade cuts clean as a whistle, because every whisker on your face has had the fight wilted right out of it. Why? . . . Because Mennen's cream is specially processed to remove that stubborn whisker-

withere there is—and our special process makes it do its work even with the hardest beard!

Sure — I'm prejudiced. But check me up, mister. Our cream makes good every promise I make. Just try it once—you'll think us for it!

Help Yourself to Skin Health

You gain two ways by shaving with Mennen. In addition to wiping whiskers it is a skin treatment too. Its creamy white lather penetrates your pores where it loosens imbedded dirt and grease deposits. If neglected, these can cause all sorts of troubles—pimples, blackheads, muddy skin. As you rinse off Mennen lather after shaving, away go these loathsome impurities. Your skin is clean, refreshed, healthy—looks better!

MENNEN

SHAVING CREAMS

3 kinds. Original & Macaibain

TALCUM FOR MEN

Great after your shave or bath.

Protects the skin. Doesn't clog.

SKIN BRACER

A new tonic face lotion. Antiseptic.

Has a subtle odor that men like and women cheer for.

FREE—we will send you 10¢ of Mennen Shaving Cream when you send in this coupon to Mennen Co., P.O. Box 10, New York 17, N. Y.

☐ I want Original ☐ I want Macaibain

Name

Address

One of the New Mennen Newspaper Advertisements to Appear Shortly

except what a man really is interested in and that is getting a good shave.

"We are getting back to this fundamental in the new advertising and the copy is a straightforward message from me to readers of the advertisements. We use the phrase 'wilted whiskers' as an

Per Capita Sales High Advertising Cost Low

PER CAPITA retail sales rate Milwaukee near the top of the nation's metropolitan markets in buying power and standards of living. Among the twelve largest cities, Milwaukee rates as follows in per capita sales in these major retail groups:

Grocery Stores	5th
Drug Stores	7th
Motor Vehicle Dealers	4th
Tire & Accessory Dealers	7th
Hardware Stores	6th
Lumber & Building Material Dealers	3rd
Household Appliance Stores	2nd

With this high purchasing power Milwaukee combines low advertising costs. The Journal alone reaches more than 80 per cent of all homes in Greater Milwaukee having incomes of \$3,000 or more—and sells the market thoroughly at one economical advertising cost.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

alliterative explanation of what a man expects a shaving cream to do."

Mr. Mennen cited an example of the copy in one of his early advertisements which has a drawing of a man carrying a plank on his shoulder on which is painted the "wilted whiskers" phrase, with the president's signature under the caption. It follows:

The big plank in my platform!

I talk so much about Wilted Whiskers because that is the most important subject in shaving. Ordinary beard softening isn't enough. Your whiskers must be completely wilted if you want real shaving comfort. . . .

Here, gentlemen, is the way to wilt whiskers:

Lather up with Mennen Shaving Cream. You feel the difference at the very first razor stroke. Whiskers that used to fight back, let go without a struggle. Your blade cuts clean as a whistle, because every whisker on your face has had the fight wilted right out of it. Why? . . . Because Mennen contains specially processed *tristearin*. That's the finest whisker-wilter there is—and our special process makes it do its work even with the horniest beard!

Sure—I'm prejudiced. But check me up, mister. Our cream makes good every promise I make. Just try it once—you'll thank me for it!

You gain two ways by shaving with Mennen. In addition to wilting whiskers it is a skin treatment, too. Its creamy white lather penetrates your pores where it loosens imbedded dirt and grease deposits. If neglected, these can cause all sorts of troubles—pimples, blackheads, muddy skin. As you rinse off Mennen lather after shaving, away go these loosened impurities. Your skin is clean, refreshed, healthy—looks better!

Perhaps you're right, Mr. Mennen, about Jim Henry. A simple straightforward story from the president seems more like the right kind of stuff to feed customers these days instead of wit and wise-cracks.

Come to think of it, those years of mergers and expansion haven't left many instances where there are heads of companies who bear as surnames the name of the company itself. Mergers can't hog all the advantages, and maybe the personal touch—such as Mr. Mennen introduces by signing his copy—is one to be treasured. It's one advantage the independent has had over the chain—perhaps it's one that the unmerged has over the merged.

"What's in a name?" asks Mr. Shakespeare. "A rose by any other name would smell as sweet."

"Maybe a rose," retorts Mr. Mennen, "but not a shaving cream," as he signs his name to another bit of copy entitled "A Wilted Whisker Can't Fight Back."

Fitzgerald Agency Opens Atlanta Office

The Fitzgerald Advertising Agency, New Orleans and New York, has opened an office at Atlanta. Joseph L. Killen, senior vice-president of the Fitzgerald agency, will be in charge of the new office.

Miss James E. Winn, for over twelve years with Eastman, Scott & Company, Inc., Atlanta advertising agency, has joined the Fitzgerald agency and will be located at the new office.

Wrigley Plans Comic Strip Campaign

The William Wrigley, Jr., Company, Chicago, will begin an advertising campaign employing a comic strip type of copy on September 6. Space on the comic pages in evening newspapers in the larger cities will be used. This campaign is being handled by Neisser-Meyerhoff, Inc., Milwaukee advertising agency.

Cone, Rothenburg & Noe Open San Francisco Office

Cone, Rothenburg & Noe, Inc., publishers' representative, has opened an office at San Francisco, located at 444 California Street, to cover the West Coast.

A. S. Babcock, formerly with Fuller & Smith & Ross, Inc., advertising agency, at San Francisco, is associated with the new office of Cone, Rothenburg & Noe, Inc.

G. E. Fontaine Advanced by "Popular Mechanics Magazine"

Glenn E. Fontaine, for the last twenty-three years with *Popular Mechanics Magazine*, Chicago, has been appointed Eastern advertising manager, according to an announcement received from A. I. Salisbury, advertising manager. Mr. Fontaine will make his headquarters at New York. Thomas A. Nixon continues as Eastern representative.

F. D. Sniffen with "Elks Magazine"

Frank D. Sniffen, for ten years with *Cosmopolitan* and, later, for three years Eastern advertising manager of *Shrine Magazine*, is now representing *The Elks Magazine*, with headquarters at New York. More recently Mr. Sniffen was vice-president of the *National Hotel Review* and a member of the Eastern advertising staff of the *Christian Herald*.

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A Prize Winning Indianapolis Garden

This lovely garden won First Prize in the amateur division of the City Beautification Contest sponsored in Indianapolis each year by The News in cooperation with the fire prevention division of the city fire department.

Besides stimulating city wide beautification of residential, commercial and industrial premises, the contest serves a further practical purpose by encouraging the elimination of unnecessary fire hazards from private property.

The City Beautification Contest is but one of a number of civic betterment projects annually fostered by this newspaper. Sponsorship of such activities has helped build for The News a reader good will and confidence that are tangibly reflected in its ability to produce uncommonly low cost results for its advertisers.



THE

INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.

How Fast Can a



After all, advertising is just common sense. The idea is to get *results*—just as surely, quickly and cheaply as possible. Take a simple example: suppose you've lost your dog! Obviously, you want to *find* him. And obviously you can't find him where he "ain't."

THE CHICAGO

CONCENTRATED QUALITY QUANTITY EVEN

National Advertising Representatives

250 Park

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center

GEORGE A.

NEW YORK

FRANCIS

Blackrock B

n Lost Dog Run?

So you look at your watch and you figure out about how long he's been gone; and you at least make an effort to advertise for him *inside the running radius* of a lost dog. There's no use advertising for a Chicago dog in Waterloo, Iowa, because even though he ran all night in high and made no stops, he couldn't possibly get that far away.

1 1 1

Now, this is not just a dog story; it is the beginning and the end of all good advertising. "One job at a time, and that done well, is the only sensible way to sell." To find your lost dog or your lost market, use just common mathematics and common sense. It's got to be within certain definite limitations—within the natural running radius of a lost dog, so to speak, and you lose both your dog and your money if you advertise for him where he "ain't."

1 1 1

The Chicago market, make no mistake about it, stays right in *Chicago and Chicago Suburbs*—no place else. And we say this with due deference to Waterloo, Iowa, and Kokomo, Indiana. As a matter of fact, such towns are worthy markets in their own right with their own trading habits, their own newspapers and their own interests. The Chicago Daily News' circulation is concentrated 96% inside the 40-mile Chicago trading area—none of it goes into SCATTERVILLE. Hence its superior effectiveness.

CHICAGO DAILY NEWS

TY QUAY EVENING CIRCULATION

presentation GEORGE A. McDEVITT CO.

250 Park Avenue

DETROIT FRANCISCO
Law Center Bldg. Knicker Bldg.

NEW YORK
165 Broadway

Financial Advertising Offices

CHICAGO
29 S. LaSalle Street





Swelling the Tide of Optimism

THE high commodity prices of prosperous 1929 have not been forgotten. Today's headlines, therefore, shouting rising prices of stocks, grains, cattle and hogs are cheering the morale of the multitude. Nor is there a better mental tonic for the average housewife than the discovery that over the week-end the price of butter has jumped three cents and eggs a nickel. Which accounts for the current expression over back fences and teacups that "things must be getting better."

Swelling this tide of optimism came the offer of Oklahoma City's largest bank to loan money for immediate home construction—an expression of confidence in Oklahoma City by Oklahoma's greatest financial institution.

Because business conditions in Oklahoma City have continuously remained above the national average, recovery, already definitely under way, is certain to be more rapid.

Profitable selling is being done here NOW by those who are adequately promoting sales with the Oklahoman and Times, which *alone* and at one *low* advertising cost, do a thorough selling job in the Oklahoma City Market.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

THE OKLAHOMA PUBLISHING COMPANY
The Oklahoman Farmer-Stockman Radio Station WKY
Representatives — E. KATZ SPECIAL ADVERTISING AGENCY

Sic Semper Specific

Depression Taught Advertising a Lesson—Let Us Profit by It

By Pierre Boucheron

Advertising Manager, RCA-Victor Co., Inc.

DURING the last several years, readers of these pages have been literally barraged with articles by advertising men, calling for a stripping of the decks for action. *Ave atque vale* ballyhoo has risen from the throats of a hundred thousand advertising executives and their lieutenants, who, anxious to demonstrate that advertising is a well-directed science, called attention to the radically changed market attitude, and the need for a different approach.

Bashful dollars and careful, cagy buyers were pictured as jointly reviewing the array of products and pinning the purchase accolade only on products whose merits were specifically exposed.

In an article by Amos Bradbury ("I Don't Quite Understand," *PRINTERS' INK*, July 28) I read sentiments somewhat at variance with the former attitude. I read that he finds fault with current radio advertising, for example, in that it speaks in technicalities. Mr. Bradbury goes further. He condemns others—the automotive, the food industries, of going in for factory copy.

Are we able, then, from Mr. Bradbury's remarks, to catch a faint glimmer of light ahead, and detect a slight shifting of the fog of depression? Perhaps we are. Let us hope so, at any rate. But be that as it may, I want to go on record as being definitely opposed to Mr. Bradbury's sentiments about factory copy. Further, I want to propose that lessons that we learned with pain and embarrassment during the lean years will stand us in good stead in the lush years which, barring acts of God and the public enemy, seem imminent.

Through the depression, American manufacturers learned to their distress that pretty slogans and clever phrases, without a backing

of substantial specific understanding of their products, did little to stem the ebb from established lines to cut-price "gyp" outfits. The pouring forth or "get down to brass tacks" that we have witnessed in the last two years and the demand for specifics were no less than rather belated defense mechanisms against this lack of quality appreciation. Much of this loss, in my opinion, could have been prevented, had there been established in the mind of the American buyer a clearer, more sympathetic appreciation of specific value and quality.

A depression purchaser need not be told that he will enjoy, that he will be thrilled with this new radio, or that new automobile. All of this is well established in his mind, or you can be sure that he would not be willing to part with his dollars. With all due respect to DeSoto advertising, the expectation of being stared at is not my conception of value received for the dollar. Backed up with specifics, high up in the story, easily readable, "Expect to Be Stared At" becomes a good lead, but no more than a good lead.

Happy Phrases Don't Lure the Dollar

In these last few years, the dollar spender wanted, and still wants, to know why, what, and how, how much, how long and how good. His money is not passed over on the strength of happy phrases. And let us be glad of that!

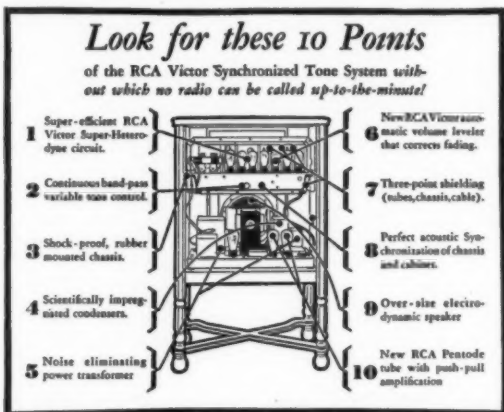
The humorous story of the line-man and the nurse, with which Mr. Bradbury heads off his article, is entertaining but not neat enough for the application. The materials of line construction, the dead man, the blind mole, the tackle and what-nots are not common, everyday commodities. They do not appear on the table, on the walls.

They are not eaten, not enjoyed, not boasted about. Were they, you can be sure that the nurse would have understood, and probably have countered in kind.

The point I endeavor to make is this: Where the American householder is concerned with the expenditure of his hard-earned dollar,

gets that they have included as standard equipment. It is to be remembered that the American public is extraordinarily machine minded and machine proud.

Throughout the years, automobile manufacturers have carried on a well-directed campaign of consumer education. The result is



RCA-Victor Has Gone Specific with a Vengeance

his interest has been in part, and should be increasingly, in a clear comprehension of the fundamental or specific value of the product he wants to buy.

For instance: Say the words carburetor, spark plug, crankshaft to anyone in your office or home. The odds are high for your being understood. The same words fifteen or twenty years ago, would have meant nothing. That they do mean something today is a tribute to the automotive industry, as well as an indication that wherever a product comes close to the pocket-book and to the pride and enjoyment of the family, it will in time, and the sooner the better, become understood.

Automobile manufacturers A, B, C, D and so on can talk at length about comfort, speed, economy and all the rest of the generalities. In the final analysis, they are judged by what is under the hood, and by the number of new, practical gad-

gets that they have included as standard equipment. It is to be remembered that the American public is extraordinarily machine minded and machine proud.

This leads me to my defense of our own policy here at RCA-Victor. We went specific with a vengeance last year, more than ever. And justifiably, for we recognized, just as automobile manufacturers must, that we could talk from now to the end of time about generalities; in our case tone, mellowness and color, which are without doubt the ultimate of the desire of a purchaser.

But, our competitors talk about tone, mellowness and color, and we are immediately faced with a necessity of educating the public and indicating *wherein* our superiority lies. Consequently, we use such terms as "automatic volume control," "Pentode tubes" and "selectivity," words with as much meaning as acceleration, side-sway,

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balloon tires, free wheeling. Never do we use these words without qualification; nor do other radio advertisers, with few exceptions.

We reasonably expect, having ample evidence on every side, that we are right, that the day is here when we as an industry may address as appreciative an audience as is now enjoyed by the automobile industry.

Offering Specific Assurances

In 1931, a doubtful year at best, bringing a consequent restriction of our market, we went to the front not with mellowness, color and tone, but with specific assurances of the former. We spoke not of style, gave no meaningless names to models, but rather turned our sets around and said: "Here, look into the back! There's what makes a good radio go. There, there, and there, and in a score of other places are the elements of quality in a radio."

In other words, we lifted the hood, opened doors to examine closet room, reversed cloth to examine seams and workmanship. We gave the prospect the same access to the radio that he would demand when buying a car, a house or a suit.

We assumed logically that in an era of bashful buyers, a more careful appraisal in the interest of economy was the buyer's right.

In 1931 we sold radios, in company with other radio manufacturers, all of whom had been and were using advertising of a relatively high specific content. It would be dodging the issue to fail to say that a good quantity of sales were lost to other than standard lines, but the proportion, we feel, was small, and much smaller than that which other well-established industries suffered.

I, or any other reasonable man, can have little time for the "prospect" who insists on smart alecking his buy. The assumed indifference to technical perfection by a man ready to part with dollars is uneconomical, and happily, not general.

It is my contention that the rank and file of buyers who must plan months or even years ahead for the purchase of a radio or some other family benefit, are awake and alive to what they are buying, and to the reasons why they are assured good value.

A man who has planned on a new car for years need hardly be told about enjoyment in itself. He has long dreamed about that. He wants to know what will assure him of the longest and most enjoyment for the money he will spend for that car.

The man who says obstinately, "I don't quite understand," is not quite ready to buy. When he is ready, he will, if he is a careful investor, make it his business to understand, particularly if he has to work for his money.

Radio and automobile manufacturers are not alone in their specific advertising. Tires, metals, shingles, wall board, foods—all part and parcel of the great American budget—are coming to mean something other than the generalities of "better" and "best," and "finest" . . . and this through the educational efforts of factory copy, if you please.

The American Mother a Careful Buyer

The American mother no longer dresses her child in red flannel treated with turpentine to cure a cold, nor does she implicitly put her faith in old wives' fancies and remedies. She is, on the contrary, in co-operation with friend husband, a careful purchasing agent, as interested in the specifications of the product she buys as the P. A. in a great commercial organization. She knows how aluminum affects the weights of vacuum cleaners, the merits of a nine tack webbing anchorage in her upholstery. She buys food with an increasing understanding of caloric content, and appraises control gadgets on a new electric ice box.

What brand manufacturers have done to increase her understanding of specifics has helped clear the ground for a direct avenue of approach to her appreciation. What

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brand manufacturers will do in this respect in the future will react to their own advantage.

I have no quarrel with a dramatic presentation. Our plans for the new fall advertising of RCA-Victor radios will indicate that. I bewail the fact that dramatics have a sad tendency to sell themselves and reverse upon themselves, losing sight of the product's specific qualities.

Dramatics leading into specific copy constitute the ideal plan. Dramatics without specifics have no value. Specifics without the drama have value.

I do not hold by any means that the radio industry as a whole has an ideal set-up, or that none of the individual manufacturers could not measurably improve upon his theme. However, I do insist that the industry is building on a firm and substantial foundation.

Whatever the faults of radio advertising may be, it cannot, by and large, be accused of the out-and-out blah for which other well-known manufacturers have gone strong. You have not been warned that you and a million others have "Tuning Dial Hand" or "Loud-speaker Breath." You have not read such hooey as "My dear, her bathroom is wonderful, but have you seen her radio!"

A relinquishing of the specific attitude in advertising now, as we emerge from the valley of depression, will be to turn our minds against what we have just learned, and upon the American advertising scene will again appear that florid figure of prosperity advertising, who with great gesticulation and a lengthy preface of precious terms, will shout above the body, "Sic Semper Specific!"

John Wood Heads Altman's Advertising

John Wood has been appointed vice-president in charge of advertising and publicity of B. Altman & Company, New York. He has been with McCann-Erickson, Inc., for a number of years and for the last six months has acted as advertising counsel to the Altman organization.

Walter Haynes, advertising manager of Altman's, will continue in that position. The appointment of Mr. Wood involves no changes in personnel in the advertising division.

Col. Knox and Silas Strawn Added to F. A. A. Program

Colonel Frank Knox, publisher of the *Chicago Daily News*, and Silas Strawn, president, United States Chamber of Commerce, have been added to the program for the Financial Advertisers Association's convention, to be held at Chicago from September 12 to 15. Colonel Knox who will be the first speaker at the opening session, will talk on "Financial Advertising Trends."

Mr. Strawn will address the annual banquet on the evening of September 15. His topic will be: "Factors Influencing American Business."

Buffalo Bureau Establishes Branch

A branch of the Buffalo, N. Y., Better Business Bureau has been organized at Hamburg, a suburb of Buffalo. The organizing committee includes Hugo Riefler, Henry R. Strateimer, William Seeger, Ward E. Lloyd, Raymond J. Emerling, Charles B. Kronenberg, F. L. Horton, Charles F. Weaver, Leon M. Pierce and A. F. Carr.

Stypes and Allison Join Mogensen

Arthur W. Stypes and J. C. Allison, who recently disposed of their interests in Stypes-Allison, Inc., publishers' representative, have become associated with M. C. Mogensen, Inc., publishers' representative, San Francisco. Mr. Stypes has been elected vice-president of the Mogensen organization. Mr. Allison will act as an account executive.

M. B. Stewart with Sheboygan, Wis., "Daily Press"

Myron B. Stewart, until recently with the *Milwaukee Journal* and, before that, national advertising manager of the *St. Paul Journal*, has been made advertising manager of the Sheboygan, Wis., *Daily Press*. He was at one time a principal of the Weaver-Stewart Company, Inc., publishers' representative.

New Account for Rankin Agency

The Kelling Nut Company, manufacturer of a nut toasting machine for lease to dealers and distributors of all varieties of nuts, has appointed the Chicago office of the Wm. H. Rankin Company, advertising agency, to handle its advertising account.

Advanced by General Foods

Allen O. McGinnis, since 1924 with the advertising and sales departments of the General Foods Corporation and its subsidiary, Igelheart Brothers, Inc., has been appointed assistant to James F. Brownlee, vice-president of the General Foods Corporation and president of the General Foods Sales Company.

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Tell It *Pictorially* and You Sell It *Quicker*

EVERY DAY photographic art improves and every day pictures grow in attention getting value. You can capitalize picture appeal in your fall advertising by using Detroit News rotogravure which enables you to combine the highest type of printing with thorough circulation coverage at a low rate. Detroit News rotogravure by the page is now only 15% above black and white. Rotogravure offer incomparable advantages in reproducing the essential qualities of fabrics, rugs, beautiful vials, furniture, clothing or anything that must appeal to the eye to sell.



The Detroit News

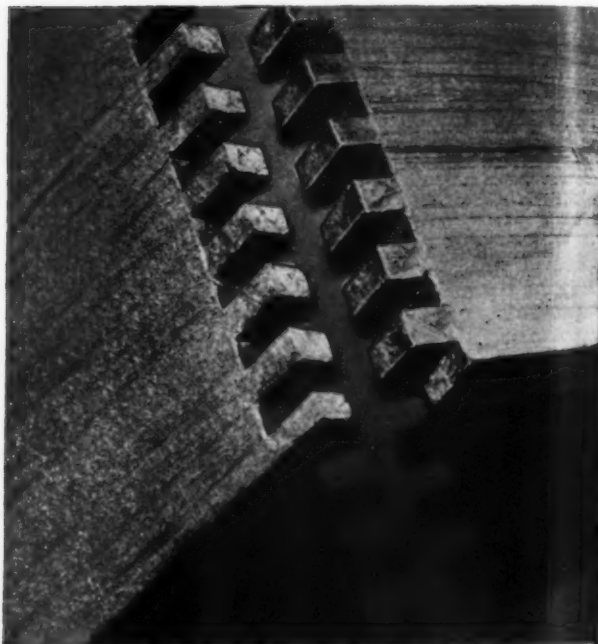
THE HOME NEWSPAPER

CHICAGO Office,
J. E. LUTZ

NEW YORK Office,
I. A. KLEIN, Inc.

Member Major Market Newspapers, Inc.

Mr. Faust Demands a D



THE BOONE MAN REPRESENT
27 HEARST NEWSPAPER
DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Times-Herald
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
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Seattle Post-Intelligencer

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"Sales and advertising departments must coordinate. To do it, sales and advertising plan must dovetail. The advertising medium, therefore, must cover the market where the salesmen can concentrate efficiently and profitably" . . . from a statement of Mr. Paul E. Faust, treasurer, Mitchell-Faust-Dickson & Wieland, Chicago.

WE AGREE. Never before in the history of selling has it been so important for every minute of a salesman's time to be spent in markets that are *capable* of buying . . . markets where the viewpoint and the needs of dealers and consumers are thoroughly known . . . markets which will respond to the influence of powerful newspapers that are part and parcel of their daily life.

Fourteen markets of this productive type are now yielding profit to many manufacturers through dovetailing selling plan

with the selling pressure of 27 of the powerful Hearst newspapers, represented by the Boone Organization.

A food-packer substantially increased his sales in a declining market; a maker of household products stocked 2,500 new outlets in one market alone; an ice-cream novelty oversold its factory output from the day it was introduced.

These are not exceptional cases. Scores of other successes have been made in the past year . . . and will be made again . . .

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
New York

Boston	•	Chicago	•	Detroit	•	Philadelphia
Rochester	•	Cleveland	•	Atlanta	•	San Francisco
		Los Angeles	•	Seattle		

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Pennzoil Goes After Substitution with Bonded Dealer Plan

New Campaign Aims to Counteract Operations of the Oil Bootlegger

SIXTEEN out of every 100 motorists, it was indicated in a recent State survey, receive unknowingly a cheaper substitute for the brand of oil they have requested—at the full price of the branded product.

In other words, the volume of business created by an oil company's advertising and merchandising effort probably takes something like a 16 per cent discount at the point of sale. Licking this substitution probably would bring a possible sales increase of better than 16 per cent, without the addition of a single new customer or dealer.

This represents a potential added volume well worth specific attention. The Pennzoil Company has decided. A new merchandising program, involving the bonding of Pennzoil dealers, was put into action about six weeks ago.

Two weeks ago the company began an aggressive advertising campaign calling consumers' attention to the substitution evil and outlining the new plan for counteracting it.

Approximately 100 newspapers are being used, in addition to bi-weekly pages in a national weekly and a half-hour radio program each Sunday evening.

The problem of substitution is not a new one in the oil business, although it has been on the increase in the last two years or so. Oil cannot well be identified at sight, and since most of it is delivered directly into the crankcase, instead of in a trade-marked container that the customer takes away with him, the substitution trick is a fairly easy one. Various physical obstacles have been placed in the way of the practice, with varying degrees of success. But the unscrupulous gentry are a resourceful ilk and not always to be thwarted by such matters as sealed tanks and the like.

The new Pennzoil program takes the task of working with the dealer instead of trying to defeat him. The bonding plan—whereby each dealer is bonded with a large surety company for \$1,000 under agreement that he will furnish no oil other than Pennzoil when that

Leading Kansas City Dealers join with Pennzoil Company to COMBAT OIL SUBSTITUTION

City's Best Dealers Band Themselves to Protect Kansas City Motorists From Inferior Oils

Oil substitution is one of the most serious threats to the oil business today. It is the practice of selling inferior oils under the name of a better brand. This is done by many dealers who are not bonded to the Pennzoil Company. The Pennzoil Company has decided to take action against this practice. It has formed a plan to bond all dealers who sell Pennzoil oil. This plan will protect the Pennzoil Company's reputation and will protect the interests of its customers. The plan is to bond all dealers who sell Pennzoil oil for a period of one year. If a dealer is found to be selling inferior oil, he will be fined \$1,000 and his name will be published in the newspapers. This plan will protect the Pennzoil Company's reputation and will protect the interests of its customers.

The Newspaper Advertising Is Localized for Each City

brand is asked for—is a matter of voluntary action on the dealer's part. He is not required to go under bond. But it is pointed out to him that positive identification of the fact that he is an honest dealer will bring more business to his door. A "Bonded Pennzoil Dealer" sign is supplied to each one that joins in the plan.

The idea was tried out locally some months ago, first in a single city. Later it was expanded to several others. The results were very favorable. Dealers were decidedly enthusiastic about the plan.

On this basis, it was decided to go ahead with the program on a national basis.

In the early stages of the bonding process, the company received requests from hundreds of dealers, whom there had not been time to call on yet, asking that they be bonded. Approximately 10,000 dealers have been enlisted during the six weeks the plan has been in extensive operation.

The advertising is designed to win new customers, as well as to assure full realization of sales created, although, as noted above, the latter in itself would be a gratifying achievement. Motorists are told that by going to these bonded dealers and asking for Pennzoil they can be absolutely certain of avoiding the risk of getting a cheap oil; that this is one sure way of securing a quality product. The fact that the dealers are bonded to the extent of \$1,000 also carries a rather dramatic implication of high quality in the oil.

The advertising in newspapers employs a news flavor. The headlines announce, in vivid newspaper editorial style, the fact that dealers are joining the campaign to fight "bootleg" oil. These are localized for each city in which the campaign runs.

For example, in Kansas City a typical advertisement leads off: "Leading Kansas City Dealers Join with Pennzoil Company to Combat Oil Substitution." A sub-head adds: "City's Best Dealers Bond Themselves to Protect Kansas City Motorists from Inferior Oils." The schedules run from 5,000 to 10,000 lines.

The magazine copy deals with the "Oil Bootlegger" as a menace to automobile performance.

V. E. Carr with Station WMBD

Vivian E. Carr has been appointed sales manager of radio station WMBD, Peoria, Ill. Mr. Carr was at one time with Henri, Hurst & McDonald, Inc., Chicago advertising agency, and more recently has been engaged in handling political campaigns via radio broadcasting.

Iten Biscuit Company Merged with National Biscuit

The Iten Biscuit Company, Omaha, Nebr., has been merged with the National Biscuit Company. O. H. Barmettler, president of the Iten organization, has been elected a vice-president of National Biscuit.

The two companies have been affiliated since 1928 but have operated separately. Under the new arrangement, Iten products will be marketed under the National Biscuit Company's name.

The Iten company has bakeries at Omaha, Oklahoma City and Memphis.

Establish Bendix Educational Foundation

A certificate of organization has been filed to establish the Bendix Foundation, a not-for-profit organization, to aid and establish educational institutions, students, scientists, artists and craftsmen. Vincent Bendix, president of the Bendix Aviation Corporation; Walter J. Buettner, treasurer of that company; and Lloyd Maxwell, first vice-president, Roche, Williams & Cunningham, Inc., Chicago advertising agency, are the organizers.

Join Williams, Lawrence & Cresmer

Richard Bedell and A. E. Joscelyn have joined the New York sales staff of the Williams, Lawrence & Cresmer Company, publishers' representative. Mr. Bedell was formerly with the New York office of the *Chicago Tribune* and, later, with the New York *Herald Tribune*. Mr. Joscelyn was also formerly with the *Chicago Tribune* and, more recently, with the New York *Times*.

Joins Mayfair Styles

C. E. Israel, vice-president and advertising manager of Harford Frocks, New York, has been elected president and general manager of Mayfair Styles, Cincinnati, manufacturer of women's apparel.

Advanced by Buffalo "Times"

Stuart Welch, formerly assistant to the business manager of the Buffalo, N. Y., *Times*, has been appointed acting advertising manager of that paper, following the resignation of John Cole.

Appoints Tracy Agency

Akeley Camera, Inc., New York, manufacturer of motion picture camera equipment, has appointed W. I. Tracy, Inc., of that city, to direct its advertising account.

Now "Coal-Heat"

The Mid-West Coal Retailer, Chicago, has changed its name to *Coal-Heat*.

9 steps

behind this week's (and every week's) ad



1. Percival White notifies the field staff as to the city to be traveled to over the week-end, for next week's interviews.



2. Field supervisor, with help of local authorities, maps city into income zones; routes interviewers to make about 2/3 of their calls in middle income groups, 1/6 upper, 1/6 lower. (Proportion of circulation of each weekly discovered in each income group provides new information on income placement of circulation.)



3. The 4 permanent women interviewers (sometimes extra trained men and women from the White residential staff are added in large cities) in staff cars bearing 50 copies of each of 3 weeklies among them, scatter each morning to convenient starting points; go from door to door, one house after another. Since half the interviews must be with men, some go to offices to make up for deficit of men at home.



4. Procedure of interview: Interviewer rings bell. Displays 3 magazines in as equal prominence as possible—varies display with each interview to give each magazine even break. Says: "I'm selling nothing. I'm from a group of editors and advertisers who want to find out what people like to read. Have you one of these current issues?" If the answer is "No," there is no interview. If "Yes," the question is asked: "Have you opened it?" "No!," no interview. If "Yes!," the interviewer opens to the second cover (every other interview starts with 4th cover to cancel any variation in results), then turns each succeeding page and asks: "Do you remember seeing this ad (or editorial feature)? Did you read it?" "Yes" or "No." Page after page without any change in question or emphasis. If reader shows any signs of hesitancy indicating possibility of not having really read or deliberately misrepresenting, interview is not counted. Genuine reader is easily ascertainable thru prompt responses. Interviewer checks each page with crayon for "yes" or "no" as remembered or read. At conclusion of interview magazine is placed in car. Fresh magazine taken for each new interview.



5. Supervisor constantly drops in on investigators, making calls with them to check technique and insure required coverage of all districts. Also makes test return calls to check validity of interviews.



6. Conclusion of each day's work is the tabulation of records from individual magazines and cumulative summary sheet.



7. Nearly every week a research expert from a leading advertiser or agency spends time in the field observing interviews and tabulation. Their purpose is (1) to study at first hand the practicability of this new method of measuring reader interest for use by their own organizations and (2) to assure themselves as to the sincerity of the work and the validity of findings as they might affect the copy writing and space buying policies of their own organizations. These companies come into the field of their own initiative and at their own expense.



8. Final tabulations of reader interest for individual ads and stories are completed and then mailed to Liberty Research Department in New York.

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Liberty research staff classifies the ad and editorial ratings by magazines and prepares a report showing average of ad ratings and editorial ratings for each magazine. Also a report on "highest rated ads" among all magazines. High spot figures are sent by messenger to Printers' Ink and wired to Advertising Age in Chicago for inclusion in this advertisement appearing a few days later.

Average Page Advertisement in Liberty

	Per Cent of Extra Persons Noting		Projection of Extra Volume of Persons Noting	
	Over Second Weekly	Over Third Weekly	Over Second Weekly	Over Third Weekly
This Week (Aug. 20 issues)	86%	63%	800,679	321,587
16 Weeks to date (Av. of White surveys)	17%	48%	247,236	229,315



Advertiser: Lucky Strike
Agency: Lord & Thomas
Space: Back Cover
Attention Value: 55% better than average page



Advertiser: Chesterfield
Agency: Newell-Emmett Co.
Space: Back Cover
Attention Value: 31% better than average page



Advertiser: Goodyear Tires
Agency: Erwin, Wasey & Co.
Space: Center Spread
Attention Value: 30% better than average page

WRITE US YOUR QUESTIONS

We are preparing a booklet entitled, "Questions and Answers About the Gallup and White Reader Interest Surveys." We would like to include any questions that you might like to ask. Address Liberty Research Department, 420 Lexington Ave., New York City.



Advertiser: Old Dutch Cleanser
Agency: Roche, Williams & Cunningham
Space: Back Cover
Attention Value: 51% better than average page



Advertiser: Big Ben
Agency: Batten, Barton, Durstine & Osborn
Space: Black & White Page
Attention Value: 47% better than average page

Advertiser: General Tires
Agency: D'Arcy Advertising Co.
Space: 4-Color Page
Attention Value: 43% better than average page



HIGHEST RATED ADS OF THE WEEK

AUG 20

Liberty
America's
BEST READ Weekly

Neglected Market Is Discovered by the Milkman

Co-operative Advertising Is Being Used in Some Localities to Increase Consumption of Fresh Milk Among Adults

ERWIN, WASEY & COMPANY
Los Angeles

Editor of PRINTERS' INK:

Have you run any articles recently in PRINTERS' INK detailing the results of co-operative campaigns—sponsored by milk producers in a given territory, and designed to stimulate the consumption of fresh milk?

H. A. STEBBINS,
Vice-President.

EXCLUDING some of the fruit growers, the producers of fresh milk have been considerably ahead of their brothers on the farm in the matter of encouraging consumption of their product. Co-operative advertising campaigns on fresh milk have been run in at least a score of the larger cities in recent years. Usually the producers participate in financing these efforts in conjunction with the distributors in the market served.

The latest trend in the advertising of fresh milk seems to be in the direction of enlisting a larger proportion of the adult market as consumers. People have a way of getting out of the milk habit as they reach maturity and relatively little has been done in the past toward holding them.

There is reason to believe that milk advertising generally has not only neglected the adults but, quite inadvertently, has contributed to their alienation as consumers. Milk has been advanced as the great nourishing food for growing children and this concentration of purpose has succeeded rather enviously in impressing parents that their children should be given milk.

However, so thoroughly have they been sold on this point that adults—especially the female of the species—have placed the brand of "fattening" on milk. The milk people quite logically contend that healthfulness is not synonymous with weight accretion. But it has become apparent that the adult, unassisted, will not proceed to that conclusion.

This reasoning forms an important part of the background of the advertising program started in March by the Milk Foundation, Inc., of Chicago. This group was formed early this year by a co-operative association of 20,000 farmers and the entire fresh milk distributing industry in Chicago. Its merchandising campaign is one of the largest, if not the largest, of its sort.

It had been decided at the outset that the adult market would be the major objective and that milk would be presented as the basis for all diets. The reducing angle, however, was not felt to be of unusual importance, since it was believed that the reducing mania was a fad that had pretty well run its course.

Tests Showed Otherwise

Test programs in radio advertising demonstrated otherwise, with rather dramatic conclusiveness. A series of ten booklets on various types of diets was offered to listeners. Sixty-two per cent of the inquiries were for the reducing regimen. The remaining 38 per cent were distributed among the nine other diets, including those for children, acidosis, constipation and so on.

Consequently, the slogan "Reduce Safely with Fresh Milk" occupies a prominent place in the radio, outdoor and car-card advertising. A half million booklets on the subject of weight control have been distributed through dealers.

Other themes are also being featured and the children's market is not being neglected by any means, although in proportion to programs in other cities considerably less attention is being paid to the latter.

An appeal directed specifically to the adult market has also been used for a number of months by

the Milwaukee Dairy Council. The idea used there is the beauty theme; it is pointed out that personal attractiveness depends primarily upon good health.

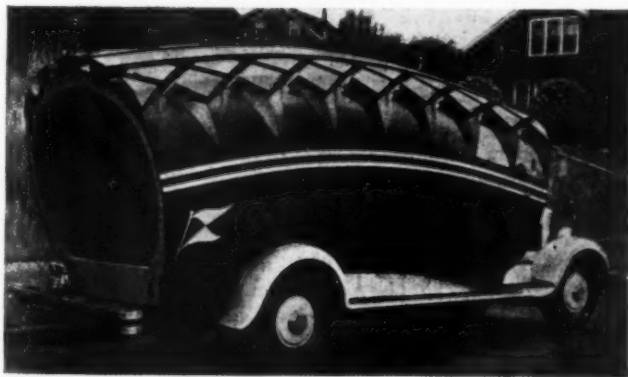
With the application of these more vigorous appeals and the well-knitted merchandising programs that are coming into evidence, it may easily be that a unified national advertising program for fresh milk will come into being at some future date. There is at least one dairy association official who thinks it a possibility.

A discussion of milk promotion would not be complete without mention of the National Dairy Council. This organization, which has been operating consistently since 1919, consists of twenty-two allied co-operative units in as many cities, and has done much to foster the integration of producers and dealers that makes co-opera-

tive advertising in the industry at least feasible. Its operations have been largely confined to educational work among schools and clubs, although it has sponsored considerable direct-mail promotion.

Here is a thought (more or less off the record) which the milk industry may want to consider as a currently important reason for more aggressive promotion of its product. A chance perusal of the advertising of a dairyman in a little town up in Michigan inspires it. Perhaps the gentleman writes his copy to give vent to vigorous political beliefs. Perhaps, on the other hand, he is mindful of the health appeal used by a certain competitive beverage industry some years ago. At any rate this dairyman is devoting his advertising space to arguments against the return of beer.—[Ed. PRINTERS' INK.

Every Little Bit Helps

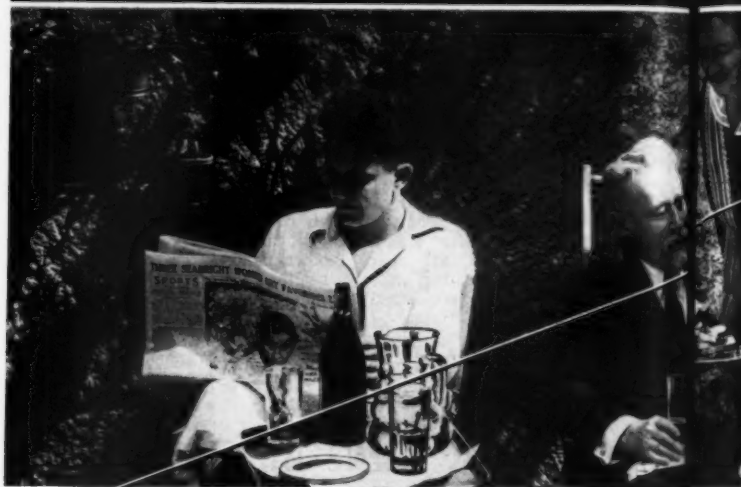


AN alert manufacturer doesn't miss any advertising opportunities.

For instance, every time a tire user turns around he sees the name Goodyear. The Goodyear Tire & Rubber Company hammers away with a large advertising appropriation using practically every kind of media. And it is always looking for something original.

Even such a small part of the advertising program as the product name on a truck is given thoughtful consideration. Here, for example, is a mail-carrying truck which runs between the Akron Goodyear factory and local post offices. The body is a replica in wood of a section of the company's product. In color and every detail the section is faithfully reproduced.

JOURNAL READERS



BEVERAGES HOT OR COLD

If you make something for people to drink, the New York Evening Journal can produce sales for you.

Who says so?

CANADA DRY! Back in 1923 "the champagne of ginger ales" started in New York in *The Journal*, America's greatest evening news paper. Sixty per cent of the original Canada Dry campaign was concentrated in this paper which goes into 650,000 homes. Canada Dry today still makes dominant use of *The Journal*.

HOFFMAN! Chose *The Journal* as the backbone of the largest advertising appropriation on beverages in the New York market and got results.

THE JOURNAL GOES M

REPRESENTED NATIONALLY BY THE ODNEY

RS ARE BUYING . . .



NOT OF COLD **MAXWELL HOUSE!** Entered New York through big use of the Journal and opened 7,300 new retail outlets for coffee the first year.

and if you think all this is back history, here is the fact for 1932. In the first six months, Canada Dry, Chase & Sanborn, Clicquot Club, Hoffman, Lipton's Tea, Maltcaio, Maxwell House, Salada Tea, Tetley's Tea and White Rose Tea, Campbell's Tomato Juice and Hy-Po used a larger combined total of advertising in *The Journal* than in any other New York newspaper.

Do wonder America's greatest evening newspaper can produce sales.

It sells itself to 650,000 homes—one-third of the worthwhile homes in New York City and suburbs. It sells its news by presenting it in a way that gets it read through and through—and it sells your goods because advertising in *The Journal* gets attention.

Think that over and you'll see why—in 1932 . . .

DES MARCHING ON!

BY THE **ODNEY E. BOONE ORGANIZATION**



**BOILED
DOWN
FACTS
HOT OFF
THE STOVE**

**R. L. Polk Consumer
Study* shows that Journal families lead by
31% in modern cooking appliance ownership**

It is a very significant fact that Journal families own 31% more gas and electric ranges than the families of any other newspaper. Yet more important is the fact that a greater potential market for new kitchen equipment still exists among Journal families due to Journal circulation dominance.

The Journal's largest daily circulation in the Pacific Northwest reaches more home-owning families — reaches more families of established spending ability — reaches them at the lowest milline rate.



★ Based on 64,322 personal interviews
out of 90,440 Portland families.

THE
Afternoon
Sunday

JOURNAL
PORTLAND • OREGON

ADDITIONAL INFORMATION from the Polk Study may be secured through our
National Representatives—REYNOLDS-FITZGERALD, Inc.
New York ▲ Chicago ▲ San Francisco ▲ Los Angeles ▲ H. R. Ferriss, Seattle

The Why and How of the Graphic Sales Presentation

Properly Organized, It Meets Increased Resistance with Increased Selling Power and Builds Enthusiasm

By Frederic Kammann

Assistant Secretary, National Homes Finance Corporation

DURING the last three years the organized graphic sales presentation has been giving a good account of itself. The carefully engineered sales proposition has not only met increased buying resistance with increased selling power, but has, in the case of products resold by dealers, imparted new selling enthusiasm and power to the dealers.

The following points have been drawn from more than a score of graphic sales presentations for widely varying lines of business. That these reasons may have special significance at this time is the thought in offering them. They are divided into three groups: (a) Related to the sales story; (b) related to the salesman; and (c) related to the prospect.

The Sales Story

1. Presenting the complete story.

Each salesman has his own notion of the relative values of the points in his selling message. Also, each has his own brand of memory. Either a faulty sense of values or a lame memory will often result in the omission of important points.

Many a successful sale is the result of presenting the *entire* proposition, rather than exceptional selling ability. The organized sales presentation guards against costly omissions.

2. The most effective sequence.

An effective sales presentation is an engineered structure. If it is illogical or structurally unsound it will not carry the load expected, and will fail when most needed. Sequence of ideas is tremendously important, serving to carry the prospect's mind from *his* interests to the seller's interests. It is the means of exercising control over

the prospect's mental movements, and certainly the seller should know in advance the destination—and route!

3. Enhancement of dramatic values.

Excepting possibly the "personality-plus" type of salesman, leading producers are the men who put dramatic and emotional qualities into their work. The organized graphic sales presentation supplies these important qualities to men who lack them, and gives added support to the men who have them.

4. Added interest of eye appeal.

Often the abstract points in a sales story can be graphically depicted. Comparisons can be made; relationships can be established. Appeal to the eye is often a welcome relief for the ear and takes advantage of the known greater receptivity of the eye.

The Salesman

5. Secures better class of salesmen.

This is no imaginary value. Good men easily recognize the advantage of carefully prepared, properly arranged, complete and interesting sales presentations. If it has power, they feel it and sense the effect it will have on their prospects. They regard it as an instrument for making their work easier, faster, more resultful.

6. Reduced sales staff turnover.

Just why a sales staff of forty men should have forty methods of conducting an interview is hard to explain, but usually true. On the average, five of these men will be consistent producers—leaders with good earning capacity and generally they are sticklers. Another five will be fair journeymen workers, getting by, and changing only occasionally.

The rest will produce the department's turnover rate, mainly because they are not capable of organizing a consistently effective interview method, occasionally because they are loafers, or constitutionally unfitted for sales work. Their earnings are low and their limited production is offset by the expense of replacements, training and supervision.

7. Increased confidence for new men.

When a new man, after his training period, starts out with his organized graphic sales presentation he knows he has a complete story, an orderly sequence of points, evidence where evidence is needed, and all made graphic and interesting. He knows he dare put his attention upon the prospect's reactions, for he cannot easily escape giving a fairly impressive exposition of his case. His confidence colors his work.

8. Less time for training.

Ordinarily much of the training period is devoted to organizing the proposition in the new salesman's mind. Where the presentation is already organized the training proceeds faster and the man is on the job that much sooner, and usually with a better idea of his probable effectiveness. Furthermore, the sales manager can form an accurate estimate of his potentialities before he makes his first call.

9. Increased production for salesmen.

This is a basic point. The other advantages of the organized graphic sales presentation are important in the degree that they contribute to this end, or to the degree that they reduce selling expense.

In several instances the preparation and use of this type of selling tool has demonstrated that the same sales staff could make more sales than before, which improvement was equitably distributed among the salesmen with a slight edge for the formerly weaker men.

The Prospect

10. More interviews.

It is common for salesmen to report a more receptive attitude on

the prospect's part where the sales story is organized and made graphic. The increasing use of this sales tool has taught many buyers that they conserve time and are aided in making a prompt and accurate decision.

"I have something to show you," has far stronger appeal than, "I have something to tell you." Curiosity plays its part.

11. Helps to obtain complete interviews.

It is a rare thing for a prospect, after the salesman has opened his presentation, to refuse to grant a complete interview. This is not true of the mainly oral type of sales interview. Or, if the prospect knows he cannot give sufficient time just then, he is inclined to say so at once and suggest a more convenient time—a saving of time and effort for the salesman.

12. Increased confidence in the listener.

Every prospective buyer experiences some uncertainty as to where the "house" story leaves off and where the salesman's embellishments begin. An engineered presentation helps to disperse this doubt.

Also, a certain respect is unconsciously accorded the concern that organizes and makes easily understandable its complete sales proposition.

13. Saves time—for prospect and salesman.

Consider the sales interview as the process of transmitting a number of related ideas. If the individual idea, or sales point, can be imparted graphically, more vividly, or more impressively to the eye than to the ear—time will be saved. If relationships of the various sales points can be pictured or charted, and they usually can, more time will be saved.

14. Reduces the harm of interruptions.

In case the interview is interrupted, the thread of the story is more quickly and positively re-established through the eye than through the ear. The salesman can more easily review a few preceding points, if he thinks this necessary. He can also restore the

tempo of the interview more easily. He has no fear of "losing his place."

15. Answering questions.

In the first place, the prospect is less likely to interrupt with questions, sensing that the point will probably be covered later. If he does ask a question, which is answered later in the presentation, the salesman feels comfortable in deferring the answer. If he prefers to answer immediately he can do so without losing the thread of the story and, with the help of his graphic presentation, lead the discussion back to its orderly and prearranged sequence.

16. Cutting back.

When it is desired to refer back to points already covered, the graphic presentation is a ready aid. The salesman can retain full control of the interview, a recognized advantage.

17. Group selling.

The vocal salesman, unless an accomplished orator, is at a disadvantage in selling a group, because it is so much harder to concentrate a group's ears than its eyes. When the salesman must depend upon a prospect to relay the story to partners, board of directors, committee, or other group for action, he can be sure that his graphic presentation has provided a much more vivid and lasting impression of the theme and its details. On occasion the actual presentation has been left with the prospect as a help in selling others, when a meeting of the salesman with all could not be arranged.

18. Concentrated attention.

As the salesman passes from one point to another in his talk, the prospect can (and often does) allow his mind to loiter along the way, pursuing vagrant ideas and reflections up and down his mental byways—his ears not functioning. But, where his eye can be focused on the point under discussion, depend on it, his mind is not far away.

This list does not pretend to be complete. Several of the reasons are closely related—might be combined. A sales manager considering the use of this kind of selling

instrument, whether in form of charts, projected films or slides, or movies, has assurance in the consistent effectiveness of such presentations. The first attempt, though a marked improvement over straight oral selling, will not be perfect. The most successful organized presentations in use today are the result of continued development.

To Hold Photography Exhibit

The First National Exhibition of Photographs for Commerce, Industry and Science will be held under the joint auspices of the National Alliance of Art and Industry and the Pictorial Photographers of America in the Art Center Galleries, New York, from October 18 to November 5. The object of the exhibition, which is the first of a series to be held by the National Alliance of Art and Industry, is to bring together the finest examples of professional and amateur contemporary photography.

The three classifications mentioned in the title of the exhibition include all photographs made for a specific use, or suitable for use, in the following fields: Advertising and publicity, illustration, architecture, poster, industry, pictorial photography and science, such as X-ray, microscopic, astronomical or aerial photography.

Entries for the exhibit must be delivered not later than October 7. One hundred photographs selected by the jury as the finest in the exhibition will be hung in a special group and, after the New York showing, will be routed as a traveling exhibition to the important cities of the country.

J. W. Desbecker with Marshall-White Press

John W. Desbecker has been appointed manager of the New York office of The Marshall-White Press, Chicago. Mr. Desbecker was formerly copy chief of the Sonora Phonograph Company, advertising promotion manager of the New York American and advertising manager of the Eberhard Faber Pencil Company.

To Represent "Screen Weekly"

Screen Weekly, New York, has appointed Steven C. Rawlins and C. M. Hunt as special representatives in the Chicago and Mid-Western territory. Gabriel Payne has been appointed special representative on the West Coast and C. W. Fuller, special representative in New England.

C. C. Provost to Join Mears Agency

Carleton C. Provost, for eleven years secretary and treasurer of Cutajar & Provost, Inc., New York advertising agency, will join Mears Advertising, Inc., also of New York, as an account executive, effective after September 5.

What Groucho Says

The Whole Shop Seems to Be Smiling Today

WHAT are we all grinning about? I'll tell you. We ain't bust. We're getting some biz. Everything looks more rosy. And we decided that gloom's N.G., and that sorrow is all baloney.

How come? Came from your old buddy Groucho. Boss called a conference to warn us all that we might have another salary cut. Gent. Treas. had the most gosh awful collection of figures you ever saw, six pages of proof that neither we nor anybody else could ever make another nickel of profit so long as the world lasted.

Gent. Treas. didn't show his morgue and Boss didn't make his spiel. Why? Cuz your buddy Groucho got to conversing out loud before Boss and Gent. Treas. got going. Skippy and Eagles dared me to horn in and cancel the funeral before the hearse got started. I did and that's what happened. How? Oh, something like this:

Do you people realize that everything on the business table is laid for an advertising feast just like after the big war?

"Gr-r-r-r-r," sez Gent. Treas.

"How come?" sez Boss. I'll say for Boss that he likes joy even as Gent. Treas. eats gloom from choice.

Then I told 'em, just as I did you, that ad biz had its biggest boom after things were just like they are now. Fer-inst, a little better feeling after the war slump, stocks of everything very low but not so low as now, gosh awful taxes, almost the same per cent of taxes as now, and the end of the world in sight even as it is now.

'Zactly the same line-up. Then biz picked up, profits were made and people had to face the idea of turning a lotta dough in as taxes or use some of it in ads. They used some in ads.

Ads blossomed as never before. Guys who had never spent money, spent it to keep some of it in the works instead of in the U. S. Treasury. You know the dope. Same yeast brewing at this very minute.

Eagles and the reps backed me up. Boss sez, "By gosh, mebbe it's so," and forgot to let Gent. Treas. show his morgue. That happened an hour ago and that's why we grin.

Phony? Not on your life. The scare is over. We been bust but we ate and didn't die.

Gonna be some more slumps? Mebbe, but what of it? We aren't gonna be scared to death over 'em if they come. When a man's been fighting tigers and has kept alive he isn't scared when a few dogs bark at him.

If we got fear licked in our shop, there's nothing else which can crimp our style. And all us juniors have formed an Association for the Prevention of any Opportunity for Gent. Treas. to say "I told you so."

Was it the manifest power of ads which gave advertising its biggest boost? No, by heck, it was tax money shunted from the revenue collector's strong box to the offices of ad agents and pubs, and the preliminary line-up is just the same as then and wheat has been going strong just the same as then.

GROUCHO.

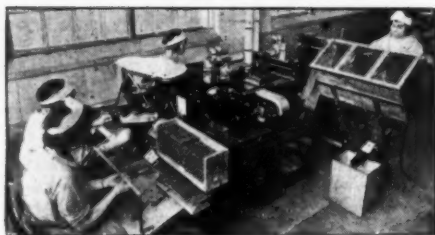
To Represent Pacific Northwest Farm Trio

Offices have been opened in the Lloyd Building, Seattle, by the Pacific Northwest Farm Trio. George S. Clark, who formerly represented this organization for sixteen years in Seattle, has been named Seattle representative. Territory served by the new office will embrace the Puget Sound Region.

Heads New York Office for Thomson Symon

The Thomson Symon Company, Terre Haute, Ind., has opened an office at 1 Park Avenue, New York, to service Eastern advertisers. The company makes 24-sheet posters and other display material. M. Zenn Kaufman, formerly with the General Outdoor Advertising Company, is in charge.

DIVERSIFIED INDUSTRIES OF LOUISVILLE



*f*inished under Glass



Greater Louisville and its rich, diversified market. KENTUCKIANA can be effectively reached at one low cost only through one medium—

Louisville boasts of one of the largest and most modern cigar factories in the world. The American Tobacco Company's plant in which Certified Cremos and Little Chancellors are produced is not to be rivaled anywhere in cleanliness or modern efficiency.

This plant, containing 223,000 square feet of floor space, represents but one of the interests of the American Tobacco Company here in Louisville, a city long identified with this depression proof industry—the manufacture and distribution of tobacco products.

The American Tobacco Company is another of the important manufactories which contribute to the industrial stability of this section.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. -- Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

HIGHLIGHTS

in a Service that cannot be Standardized

Time Marches Back On September 9



TIME, weekly newsmagazine, marched off the air some six months ago. Friday night, September 9, and every Friday thereafter through the winter, on the Columbia Network, at 8:30 E. D. S. T. (west, earlier to taste) Time marches back—to the cheers of 22,231 who wrote bitter protest when Time marched off, and X more citizens who did not write.

"Sustained laments (TIME, June 13) . . . forced Time, Inc., to conclude that while radio advertising might not now be an absolute necessity, the promised goodwill value could not be ignored . . . C.B.S.'s youthful president, William Samuel Paley, honeymooning at Honolulu, flashed a cable . . . said in effect: 'Big political news will be breaking before November . . . National issues will loom large in the public eye. Let C. B. S. augment its facilities for re-

porting that news by presenting "The March of Time" two months earlier (starting September 9) as a sustaining feature entirely at its own expense."

Following this daring benefaction, and from the November 4 show on, the program's sponsor will be Time itself; the whole fall and winter series will be prepared, as before, by the editors of Time, with the assistance of Batten, Barton, Durstine & Osborn, which will resume its direction of the program. Time marches on . . .

They liked our Trading Area Studies

SHOWN HERE is the first issue of a new bulletin published by the Standard Statistics Company. It is called "Marketing Opportunities Bulletin," and it reports on business conditions not by states and cities, but by Trading Areas.



When this new bulletin was first being discussed, the Standard Statis-

tics Company made a special investigation of all the Trading Area studies which have been made. They finally asked our permission to use BBDO Trading Areas. Permission was granted. The Bulletin not only reports business activities by Trading Areas, but also provides an excellent index of business conditions based upon turnover of bank deposits, plotted against BBDO Trading Areas.

Soap helps sell batteries



FOR YEARS, the Electric Storage Battery Company has advertised to railroad men the fact that Exide-Ironclad Car-Lighting Batteries cut operating costs and reduce maintenance charges. This fact has been recognized for years but because it is an old story Exide saw no reason why it should not have a new dress. BBDO writers and art directors worked out a new idea for this story.

They did it with soap! The numerals you see in the picture were cut out of soap, put in interesting positions, photographed. It put new life into a good story that could have been allowed to grow aged.

Old chef learns new tricks

WE DEVELOPED a mountain of recipes calling for the generous use of one of our client's products. Armed with a quantity of them, a BBDO writer coaxed her way into the kitchen of a large restaurant. She showed the chef how to prepare a mouth-watering dish that used pleasing amounts of the product.

The restaurant put the new dish on the menu. And the first day it appeared it walked away with 45% of all main-course orders. Today, it is served regularly. Other restaurants have heard about it. Restaurant pleased. Client happy. Sales benefited. Chef delighted.



BATTEN, BARTON, DURSTINE & OSBORN
INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building



When the Weather Man Wouldn't, Distributors Did

Unusual Conditions Made Electric Refrigerator Sales Lag but Co-operative Campaign Rectified That

LAST month, in the Los Angeles, Calif., metropolitan area, twenty-one electric refrigerator distributors and more than 300 individual dealers joined in the "First Annual Electric Refrigeration Event." This campaign proved to be such a success that July 1, 1933, will undoubtedly bring an announcement of a similar event.

As the first half of the year drew to a close Los Angeles refrigerator distributors were faced with the grim realization that two unforeseen factors had entered their business. Factor number one was unavoidable. There had been less sunshine, more high fogs and a greater dearth of hot days than usual during the early summer months. All of which was obviously conducive to anything but the sale of electric refrigerators. If the weather man could not be induced to "turn on the heat" perhaps the distributors themselves could; in the form of increased advertising and merchandising activities.

Factor number two had to do with the psychological reactions of the consumer. Since January each successive month had brought drastic price reductions in electric refrigerators. Many were the sales which met defeat at the hands of a buyer attitude which

seemed to whisper "Don't buy in a falling market."

In 1929 a local campaign was entered into by seven Los Angeles distributors and the Bureau of Power and Light.

If such a campaign was successful in 1929 with seven distributors behind the plan there was every reason to believe that a similar campaign could be successfully conducted now with twenty-one distributors. Accordingly the entire month of July was set aside for the "First Annual Electric Refrigerator Event."

The keynote of the campaign was *not* price. Economy of operation, convenience and healthfulness formed the triumvirate of sales appeal. The Bureau of Power and Light, the Los Angeles municipally owned power system, placed a series of newspaper advertisements tying up with the campaign. One of these carried a statement from Dr. J. L. Pomeroy, Los Angeles County health officer, "Keep your refrigerator below fifty degrees cold at all times!" Others emphasized both economy of operation and economy in food saved.

Four metropolitan dailies and fifty-five community newspapers were included on the schedule during the month, while posters bear-

ing the slogan, "An Electric Refrigerator Pays for Itself," carried the outdoor message. Two hundred twenty-four sheets comprised this showing. Five hundred window displays consisting of reproductions of the twenty-four sheets in color, as well as pennant-shaped streamers proved effective.

The co-operation not only of the Bureau of Power and Light but of the Southern California Edison Company, the Los Angeles Gas & Electric Corporation and the Glendale and Pasadena municipal power systems were enlisted in the distribution of folders which were enclosed with electric bills during the month. In this manner, 850,000 direct-mail pieces were distributed.

With the exception of the newspaper advertising placed by the Bureau of Power and Light, the entire expense of this campaign was shared by the twenty-one distributors who participated.

To Manage Grinnell Sales

A. F. McCormick, formerly Western sales agent for the J. C. Brill Company, has been appointed sales manager of the Grinnell Washing Machine Corporation, Grinnell, Iowa. Mr. McCormick, under D. M. Cox, director of sales, will have charge of sales of Laundry Queen Washing Machines as well as Grinnell Electric Refrigerators.

St. Louis Club Has "Elder Statesmen" Group

A new group organized by the Advertising Club of St. Louis is the "Elder Statesmen" group composed of members and those formerly active in the affairs of the club. The new group will serve in an advisory capacity and will offer its guidance and opinion on major undertakings.

"Trunks & Leather Goods" Moves

Trunks & Leather Goods, formerly published at New York, will hereafter be published at 542 South Dearborn Street, Chicago. Cyril Rheinstatter has been appointed editor, succeeding Edward Borack, who will be in charge of the New York office.

Appoints Churchill-Hall

The Selchow & Righter Company, New York, manufacturer of games, puzzles and juvenile items, has appointed Churchill-Hall, Inc., of that city, to direct its advertising account.

L. C. Chase & Company Elect Officers

W. H. Marland, president of Sanford Mills, and George B. Ogan, formerly resident partner of the Chase company at Chicago, have been elected president and general manager, respectively, of L. C. Chase & Company, Inc., New York, which was recently acquired by Sanford Mills as a wholly owned subsidiary. W. N. Campbell, president of the Goodall Worsted Company, has been made treasurer and W. O. Emery, clerk.

Fred C. Hopewell, president of the Reading Rubber Manufacturing Company, and George K. Ripley, president of the Troy Mills, Troy, N. H., have been elected to the board of directors, in addition to the officers mentioned above.

Headquarters of the Chase company have been established at 295 Fifth Avenue, New York.

Pine Bros. Account to Gunnison

Pine Bros., Inc., Philadelphia, manufacturer of Pine Bros. glycerine tablets and Oradol antiseptic mouth tablets, has appointed Stanley E. Gunnison, Inc., New York, to direct its advertising account.

Appoints Jacksonville Agency

The Atlantic Coast Line Railroad Company has appointed the Associated Advertising Agency, Inc., Jacksonville, Fla., to direct its Southern advertising effective October 1. The Amsterdam Agency, New York, will continue to direct Northern and Eastern advertising.

Doll Account to Wesley Associates

The Alexander Doll Company, New York, manufacturer of Madam Alexander dolls, has appointed The Wesley Associates, New York, to direct its advertising.

To Represent the "Dog World"

The *Dog World*, Chicago, has appointed N. L. Huebsch, publishers' representative, New York, as its Eastern advertising representative.

Appoints Hazard Agency

The Structural Gypsum Corporation, Linden, N. J., and its subsidiary, the Zenitherm Company, have appointed the Hazard Advertising Corporation, New York, to direct their advertising accounts.

Appoints Beckwith

The Brooklyn, N. Y., *Citizen* has appointed The Beckwith Special Agency, Inc., publishers' representative, New York, as its representative in the national advertising field.

Fuller Brush Opens Display Studio

A DISPLAY studio which will carry a complete stock of its products has been opened by the Fuller Brush Company at New Haven, Conn. The studio is located on the outskirts of the shopping district with specialty shops as its neighbors. This location was chosen because the company is not seeking so much to attract the attention of transient trade as it wishes to impress upon people the fact that it maintains a permanent headquarters in the New Haven district.

The studio is fitted up to resemble a living room, with writing desk and settees. Folding doors in the rear open into the branch manager's office. These can be opened so as to provide ample room to accommodate an audience of 125 women for lectures and demonstrations.

Establishment of the studio represents a promotional effort on the part of the company to supplement the work of its local staff of salesmen with a base of operations. Its

men will continue to sell by calling at homes and will benefit from the fact that their customers and prospects will know where to place their orders when some need must be immediately supplied or when the card of the salesman cannot be found.

In addition, establishment of the studio makes it more desirable for the company to supplement the work of its salesmen with local newspaper advertising. Sales that come in direct, either in response to advertised features or as a result of direct-mail work, are credited to salesmen. The salesmen will further be helped by the advertising value of window displays which will be changed from time to time with specially prepared showings of Fuller brushes.

This new plan does not take the place of the company's present system of direct selling. It is in the nature of a test to determine the value of a local headquarters.

Death of James M. Wakeman

James M. Wakeman, who retired in 1921 as general manager of the Society of Electrical Development, died last week at Mount Pocono, Pa., at the age of sixty-seven. He began his career in journalism in 1886 as Western manager of the *American Machinist and Locomotive Engineering*, with headquarters at Cleveland, and later became president of the *Engineering and Mining Journal*, New York.

Mr. Wakeman was vice-president and general manager of the McGraw-Hill Publishing Company for eleven years following its founding in 1899 and was president and general manager of the *Electrical World and Engineer* from 1899 to 1906.

Generoso Pope Acquires "L'Opinione"

Generoso Pope has acquired *L'Opinione*, Philadelphia Italian daily. Mr. Pope is publisher of *Il Progresso Italiano-Americano*, *Corriere d'America* and *Bollettino Della Sera*, all of New York.

Appoints Ruthrauff & Ryan

The A. H. Lewis Medicine Company, St. Louis, has appointed the Chicago office of Ruthrauff & Ryan, Inc., to direct the advertising of "Nature's Remedy." The advertising of Tums, made by the Lewis company, is also handled by the Ruthrauff & Ryan agency.

New Business at New York

The Crocco, Vicenzi Company, Inc., has been formed at New York with offices at 535 Fifth Avenue. The company will act as special representative for newspapers and other publications in Italy and also as American representative for car card advertising with the Italian State Railways, poster advertising in Italian railway stations, and tramway and outdoor advertising.

Anthony E. Crocco, recently business manager of *Corriere d'America*, New York, and at one time business manager of *Il Progresso Italiano-Americano*, of that city, is president of the new concern.

Maximilian Vicenzi, for some time with the Bank of Sicily, is vice-president. Albert R. Crocco is secretary and treasurer.

R. J. Meeker Joins Mears Agency

Robert J. Meeker, formerly in charge of national advertising and merchandising of the *Houston Post-Dispatch*, has joined Mortimer W. Mears, Inc., St. Louis advertising agency.

Appointed by "Tourist Trade"

H. Jones has been appointed Chicago advertising manager of *Tourist Trade*, Indianapolis. He will make his headquarters at 160 North LaSalle Street, Chicago, and will handle all Middle Western advertising.

Angles on Space Buying

How New Products Affect Selection of the List

By R. S. Brown

Vice-President, G. M. Basford Company

THE new-product vogue is giving space buyers something different to worry about. Numerous manufacturers are making so many changes in their lines that they have virtually entered another kind of business.

Though they are still continuing their old products, the strange additions to the family make it quite a problem to house suitably so many units in the advertising campaign. The fact that the additions are often unrelated to the original family, and sometimes are even altogether incongruous to it, makes the problem all the more complicated.

In marketing his main products, the advertiser has been proceeding along a blazed course. He has been appealing to a definite field. He has been using sales and advertising instrumentalities that experience has shown can be depended on to reach his markets.

But with a new product, there is not always such certainty. The marketing channels through which the article will be sold are usually undetermined in the early stages of such a campaign. Even the industries or trades or types of consumers that will be approached with the product may be only tentatively decided on. Certainly in advertising an unprecedented new product, the selection of the media involves many hard-to-determine factors.

This is particularly true with an industrial product. Manufacturers, who sell to industry, are on the new-product bandwagon, just as are "consumer" producers. In fact, industrial marketers are probably going in for new articles more extensively and more enthusiastically than are the concerns selling through retailers.

It is this situation that is making trouble for the space buyer. Industrial media are highly specialized. They reach definite fields.

Consumer media, too, are specialized in their editorial appeal, but regardless of this they always reach a buying public, whether that public eats beans or crabmeat or wears rayon shorts or Palm Beach clothes.

When a new food or a new kind of underwear is brought out, there is only one market for it—the public. It is true that the advertiser may decide to confine his appeal to New England or some other geographical market. Or he may restrict the offering of the product to the East Side or to Park Avenue or to some other income-class group.

The Industrial Product Is Different

With the new industrial product, it is not always so simple. Of course, in many cases the innovation is intended for the railroads or for the automotive industries or for some other known market. That simplifies the picking of media. But even in these cases, the question often arises, does the new product have to be restricted to the field for which it was originally intended? Can't it be sold both to the railroads and the automobile manufacturers? Would not other industries be interested in it? And if there are a number of possible markets for the new article which of these are promising enough to justify advertising?

Obviously these questions cannot be intelligently answered offhand by space salesmen or even by the publishers, themselves. Since many of the fields for the product being introduced are not definitely known, no business paper can be certain that the advertising for the article belongs in its alley. There is no better way for a publisher's representative to get in wrong with a space buyer than to be too cocksure that the advertising for a new product belongs in his medium.

The best policy for publications to follow in these cases is to stick to the good old plan of furnishing detailed information about the industries they cover, and to let the advertising agency and client determine what particular fields will be entered.

In deciding what fields will be selected for the new product, agencies are now tending toward a standard procedure. As a rule, the advertising and sales campaign is not projected until a thorough market research has been made. This study not only considers the ultimate sales possibilities of the product, but it finds where sales can be attained immediately and how those sales can be effected. The marketing machinery that should be used is suggested. In many instances the type of advertising that ought to be employed is outlined.

Where the introduction of a new product is handled in this way, the selection of media becomes space-buying routine. Guesswork is eliminated, and the marketing of a new article is carried on with as much certainty as any long-advertised product.

Hal Johnson Joins Dearborn Chemical

Hal Johnson, formerly director of sales and advertising of the French Lick Springs Hotel Company, has joined the Dearborn Chemical Company, Chicago, as Eastern district sales manager. For the present his headquarters will be at Chicago. Later, probably in the spring, his office will be located in New York.

Will Continue Joint Campaign on Evaporated Milk

The Evaporated Milk Association, meeting at Chicago last week, voted to continue its co-operative advertising program on substantially the same basis as that of the last two years. The campaign will run in professional journals, reaching the medical, nursing, home economics, public health and related fields.

To Direct Montgomery Ward Mail-Order Sales

J. L. Wood, formerly in the New York office of Montgomery Ward & Company where he was associated with the catalog department, has been promoted to the post of mail-order sales manager. He will be in charge of sales of the firm's nine mail-order houses.

When Farm Prices Go Up in Nebraska

THE NEBRASKA FARMER
Lincoln, Nebr.

Editor of PRINTERS' INK:

I have just read the article—"Yet They Tell Us the Farmer Can't and Won't Buy"—in your July 21 issue. I want to congratulate you for this accurate presentation of the farm situation. So many reports of the condition of the farmer are very misleading and we are very appreciative of your handling this matter so fairly.

We know that farmers generally have come through the last few years in excellent condition. The man who owns his farm unencumbered and the renter who rents for shares have been able to conserve all of their resources and will come back as buyers of various kinds of merchandise quicker than almost any other class of people.

Here in Nebraska every time the price of hogs and cattle increases 10 cents per hundredweight and wheat 2 cents per bushel, Nebraska agriculture gains to the extent of \$4,500,000. With farm markets as they are, the situation is changing for the better very rapidly.

H. C. McKELVIE,
Business Manager.

New Accounts to Claude Schaffner

The Seymour Manufacturing Company, Seymour, Conn., nickel silver and phosphor bronze, and the High Standard Manufacturing Company, New Haven, Conn., target pistols and small arms, have appointed the Claude Schaffner Advertising Agency, New Haven, to direct their advertising accounts. Business papers and direct mail will be used on the former account and magazines on the latter.

E. T. Sutton to Represent Wrenn Paper

Earle T. Sutton, with headquarters at Detroit, has been appointed representative of the Wrenn Paper Company, Middletown, Ohio, for Michigan and Northern Ohio. He has been an account executive with Evans-Winter-Hebb, Inc., of Detroit, for several years.

R. J. Davison Has Own Business

Robert J. Davison, recently art director of the United Service Advertising, Newark, N. J., has established an art service under his own name at Hillside, N. J. He was formerly art director of the Federal Advertising Agency.

Ginger Ale Account to Cabot

The Bostonia Ginger Ale Company, Boston, has appointed Harold Cabot & Company, Inc., of that city, to direct its advertising account.

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TYPICAL OF 200,000



JOHN HASERICK, 16 years, Eagle Scout, of Roosevelt High School, Minneapolis, Minn., is just a typical **BOYS' LIFE** subscriber.

There's no guess about the character and desirability of **BOYS' LIFE** circulation. It consists mainly of the outstanding boys of their communities—leaders*—mostly of high school age. Intelligent, active, normal youths who live, largely, in the better homes of the bigger towns.

** Write for folder showing proof of leadership.*

With an A. B. C. circulation guaranty of 200,000, but thoroughly covering the field of the 650,000 Boy Scouts of America, **BOYS' LIFE** is the ideal medium reaching the Market of Youth.

BOYS' LIFE

For all Boys — Published by the Boy Scouts of America

The Key to 200,000 Family Homes

2 PARK AVENUE NEW YORK

CHICAGO
9 W. WASHINGTON ST.

BLANCHARD, NICHOLS, COLEMAN
LOS ANGELES SAN FRANCISCO SEATTLE

BOSTON
OLD SOUTH BUILDING

To The Executive Whose Signature requires

What 1,000 Could Do

SOMEONE has defined an Executive as one who has the capacity and courage to *act*, while others are thinking.

Picture the possibilities right now, if one thousand (or one hundred!) major business executives would translate into courageous action, the changing mental attitude of the American public.

For, no one questions this change. The air is charged with it. On all sides people are saying, "Things look better." Emerging from a disheartening experience clear-eyed, they scan the horizon with renewed hope, waiting upon leadership to make the next move.

With common sense and a little courage an

*Reprinted from special issue of Advertising Club News,
released August 24th, 1932.*

Signature Required On Advertising Contracts

(No. 5 of a Series)

Do Executives Do...!

executive today may find himself with a reputation for genius.

With the power of Advertising, in its capacity to mold or change the minds and habits of people, a group of far-sighted and fearless executives could constructively boost reviving confidence, loosen purse strings, exert a corrective influence upon price structure, and speed re-employment . . . while primarily giving immediate sales stimulus to their own products and solidifying their future status.

Never before has the finger of Timeliness pointed more dramatically to Business Leadership. Hesitate and who knows? . . . the opportunity may be lost; or retrieved only at the tremendous sacrifice of time, effort, money.

Barron Collier

PEORIA...A "BRIGHT SPOT" CITY OF 100,000



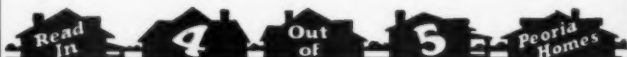
Peoria Retailers Know the *VALUE* of

The
PEORIA JOURNAL-TRANSCRIPT

.... That Is Why They Concentrate the Major Portion of Their Advertising in This Leading Central Illinois Medium!

THE JOURNAL-TRANSCRIPT IS FAR IN
THE LEAD IN LOCAL ADVERTISING
FOR THE FIRST 7 MONTHS OF 1932

(Media Records)



MEMBER—MAJOR MARKET
NEWSPAPERS, INC.

CHAS. H. EDDY CO.
NAT'L REPRESENTATIVES

, 1932

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Tuning, Toning, Timing as Factors in Sales Success

How This Manufacturer Mixes Ingredients So as to Rise to Opportunity for National Distribution

By John H. Knapp

Vice-President and Director of Sales, Norge Corporation

IS there a recipe for sales achievement or is it just luck?

The Norge Corporation spent six years preparing for national expansion which started early in 1930. Before the end of 1931, the nationalized efforts had resulted in country-wide distribution through approximately fifty distributors and 5,000 specialty dealers.

In 1930, while the industry as a whole was increasing its 1929 sales by 123 per cent, our sales increased 228 per cent. In 1931, our sales were 460 per cent of 1930 sales, compared with a 117 per cent increase for the entire industry. At the end of the half year, June 30, 1932, we came within 6 per cent of equalling our entire 1931 volume while sales of leading competitors are reported as having declined.

Success is seldom the result of blind luck. Every result has its cause. Knowing this, executives in other industries have inquired: "How did you do it? What is your recipe for success?"

The best answer I can think of is one my mother used to make when some neighbor would ask her how she was able to bake such luscious chocolate cakes, "Why, you just mix the right amounts of the right things together in the right way and don't take your eye off the cake while it's baking."

The ingredients of any successful marketing recipe are:

1. An unsaturated market made up of a mass of people who have been educated to the desire but who have not yet bought.

2. A product possessing some easily recognized advantage so vital as to be capable of leading the prospective buyer to want it more than competitive products.

3. A distributive organization extensive enough to be located

nearest to the greatest mass of prospects, aggressive enough to carry the story out to them effectively, sufficiently inspired that it constantly strives toward greater achievement.

4. A program that supplies the correct amount of sales and advertising power to accomplish results in an economical manner.

These are the ingredients necessary to sales achievement. But the trick of success lies in properly *mixing* them.

The reason for such success as we have enjoyed is not only one of having had the right ingredients but it is also one of making sure that they were mixed in the right way. From the inception of our activity, we have never relied on blind luck. We have tried to condition every move toward success.

The product was carefully *toned* to the desires of the average housewife.

The program and sales plan were carefully *tuned* to dealer requirements.

Our entrance into the national market was carefully *timed* for greatest results at minimum risk.

The Importance of Timing

The success of any exploit, it seems to me, depends first of all upon proper *timing*. Lindbergh became a world hero because he started his epochal flight at the right time—a year later would have been too late. So there is a right time to do everything.

Sales projections have failed not from weakness of plan or program, but because they were launched prematurely or too late. We could have launched a national effort back in 1924, soon after Howard E. Blood, president,

had discovered the original Norge compressor in a St. Louis machine shop. But the time was premature. We kept simplifying and improving until the original compressor with its eight moving parts has been reduced to three moving parts. We tested it out in actual use in every climate and in almost every country. Then only were we sure that we were ready for national expansion from the product standpoint.

Our company could have started its national projection in 1928 when the product emerged from the protective care of Detroit Gear & Machine Company engineers and became the hub around which the Norge Corporation was incorporated in January of that year. But the market was not in a favorable condition at that time. Although millions of dollars had been spent in educational advertising, acceptance had not created enough demand to make mass selling possible on a low-cost basis.

We could have entered the national market in 1929 when the Norge Corporation was absorbed by Borg-Warner, supplier of automotive materials and parts. But the distributive picture was not right. Specialty dealers, still enjoying peak profits from other appliances, were either ignoring or giving secondary attention to the profit possibilities of electric refrigeration.

But finally, in 1930, experiencing a sudden decline in volume from radio and other household appliances, specialty dealers became interested in electric refrigeration. Thus, the last remaining factor became quite swiftly right, and we lost no time in launching a national program.

A Rule to Follow on Starting Sales Efforts

A pretty good rule to follow in starting any sales effort on a national basis is this:

Wait until the product has been properly conditioned to answer a mass need. Wait until the public has been properly educated to desire that product. Wait until the right distributive channels show

major interest in the profit possibilities of such a product. Then and then only is the time right for national expansion.

When that time arrives a company should give a national program every bit of power at its command. That is proper timing.

From another angle any successful program must be correctly toned to fit consumer and dealer desires in outstanding manner. This means that the product and the program must be built to excel all others.

Lack of Toning Makes Sales Costs High

Without such toning, sales costs are unduly high. Lack of distinction creates the need for heavier advertising, more promotion, larger selling incentive, more selling effort. On the other hand, a distinctive sales plan develops greater loyalty, effort and incentive in the distributive organization while a distinctive product affords the public an easy basis upon which to compare superiority and develop preference.

To illustrate how Norge has been toned for success, there is hardly a feature of the product that does not differ, in design, quality, construction or performance from competitive electric refrigerators.

The rollator is a vital feature which attracts prospect preference. Because of this, salesmen are able, in less time, to convince the buyer that he will receive lifetime satisfaction. To get this point home, the salesmen have another dramatic advantage in the cutaway rollator. With this actual life-size demonstration unit, they can show the housewife, in her own home, just what the rollator is, how it performs and what she can expect to secure from it. Women, who are not usually interested in mechanics, are fascinated by the cutaway story. This demonstrating unit has solved a problem for us which other refrigeration manufacturers have trouble with—how to demonstrate the unit in the home without granting a free trial.

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toned to dealer requirements. For example, we adopted a short line of three models at the start. These, we believe, are capable of adequately satisfying 85 per cent of household demand. We settled on a policy of "package merchandise" by which each unit was shipped fully assembled to enable the dealer to install it by merely plugging in a light socket.

Distributive margins are adequate, the inventory investment is small, the inventory turnover through the dealer store is rapid. Turnover times margins (resulting from easy selling caused by product distinctiveness) gives the dealer a profit which is not narrowed by excessive service or carrying costs.

So here is a second rule, worthy of attention in launching a national project:

The product and the program must be correctly toned to the desire of the consumer and the dealer in such manner as to create vital advantages, capable of creating preference in the minds of both, if sales success is to be won without undue pressure and at low sales cost.

Finally, as I see it, any successful national effort must be correctly tuned to success. Many factors are concerned in the delivery of a sales impulse from the factory to the consumer; each one of which plays a part in carrying this impulse on down the line. Let one falter, and all are penalized. Every factor must "know what the other is doing" and everyone must be sure that his actions are in harmony with the activities of the group. Thus each factor must be tuned to the entire operation.

To accomplish this, distributors are called in to frequent factory meetings. All plans are developed with their desires in mind and upon the basis of a common understanding. Similarly, these plans are introduced to the dealer organization in group meetings called by the distributors and attended by factory executives to make sure that all receive identical training. Distributor salesmen, dealers and their salesmen are implemented

alike with manuals and selling tools that deal with identical tactics and themes, co-ordinated all down the line.

The advertising and promotion materials are furnished in advance to the entire organization. This policy of tuning is carried to such detail that the copy writer who prepares an advertisement writes his reasoning behind that copy and has it appear on a side fold of the reprint of the advertisement which is mailed in advance to each dealer.

This leads to another good rule to watch out for:

The activities of all factors involved in the delivery of the sales impulse and the transportation of the physical product from the shipping platform into ultimate consumer satisfaction should be so tuned together that each will contribute to rather than detract from the effectiveness of the sales impulse.

Canada's New Trade-Mark Law Soon Effective

The new trade-mark act passed by the Canadian Parliament, as reported in *PRINTERS' INK* of July 14, page 86, becomes effective on September 1. It clearly defines trade-mark usage and practically eliminates the well-established common law principle that ownership of a trade-mark is acquired by use and not by registration.

Present users are given a limited time to effect registration of their trade-marks.

Provision is made for priority if applicants for registration, within time limits, deposit with the Canadian registrar, data setting forth copies of prior applications in foreign countries.

The new law also makes it a crime for any advertiser to discredit the products of a competitor in such a way as might create confusion.

Larry Wall Joins L. G. Maison Agency

Larry Wall, for several years advertising manager of the Colin B. Kennedy Corporation and for the last eighteen months engaged in research work in Cuba, has joined L. G. Maison & Company, Chicago advertising agency, as an account executive.

Buffalo Bank Advances H. E. Choate

Harold E. Choate has been promoted from assistant vice-president to vice-president of the Liberty Bank of Buffalo, N. Y. He is in charge of public relations.

Famous Writers Don't Always Make Famous Copy Writers

UNIVERSITY OF SOUTHERN CALIFORNIA
Los Angeles, Calif.

Editor of **PRINTERS' INK**:

Would you please give me the names of three or four of the most prominent so-called literary writers (story writers or novelists) who have been employed regularly or occasionally to write advertising and sales literature? I have in mind men of the type of George Ade, Arlen, and the late Elbert Hubbard.

CARL NARTHER.

A LIST of well-known writers who have turned their hand to advertising copy would include the names of most of the best selling authors of the last twenty years.

Among these names are such widely different personalities as George Bernard Shaw, Michael Arlen, Ellis Parker Butler, Don Herold, Irvin S. Cobb, Bugs Baer, H. G. Wells, W. L. George, Christopher Morley and H. V. Kaltenborn.

Most of these writers, sad to relate, have not turned out to be particularly successful copy writers. Christopher Morley's description of his ride on the Twentieth Century

was a vivid, interesting advertising story but it was an exception to the general run of work done by the famous man.

There is quite a lot of difference between writing a story and writing a piece of copy, as many a copy writer with literary aspirations has learned to his infinite sadness. Copy writing requires a knowledge of the consumer and a compression of style that is seldom the possession of the novelist or short-story writer.

As an occasional stunt, however, the use of a famous name as a copy signature has some news value. It has value as a testimonial, however, rather than for any particular sales punch that may be in the copy.

Plenty of well-known writers have come up through the copy departments of advertising agencies. Most of them will admit, when questioned closely, that their copy training was not nearly so valuable as some enthusiastic copy writers would like to believe.—[Ed. **PRINTERS' INK**.

Universal Radio Productions Appoint M. M. Blink

Milton M. Blink, formerly manager of the radio department of Dyer-Enginger, Inc., and recently with the United States Advertising Corporation, has been appointed general manager of Universal Radio Productions, Chicago.

Universal Radio Productions have taken over the radio division of Universal Recording Laboratories, and will serve radio advertisers and advertising agencies in the making of "off-the-air" phonographic recordings of radio programs.

Appoints Cincinnati Agency

The Jung Arch Brace Company, Cincinnati, has appointed the Key Advertising Company, of that city, to direct its advertising account. Magazines and direct mail will be used.

Appoints Beckwith

The Charlottetown, Prince Edward Island, *Guardian*, has appointed The Beckwith Special Agency, Inc., as its advertising representative in the United States.

Extend Entry Date for Chicago Outdoor Exhibit

The deadline for entries in the Chicago Advertising Council's third annual exhibit of outdoor advertising art has been extended to September 7. More than 200 original paintings have been accepted for the competition to date.

The jury will meet on September 8 to select the winners of awards and honorable mentions. The exhibit will open and winners will be announced at a luncheon meeting on October 6 at the Marshall Field Galleries.

H. L. Moody with Hydrauger Corporation

Harry L. Moody, formerly general sales manager of the Edge Moor Iron Company, has joined the Hydrauger Corporation, New York, as district sales manager.

Has Sponge Account

The Webidan Sales Corporation, New York, has appointed Allied Advertising, Inc., of that city, to direct the advertising of its Soapak patented sponge. Business papers and direct mail will be used.

The Evening Herald and Express now has 42,000 MORE circulation than the next Los Angeles Daily [a morning paper].

The Evening Herald and Express now has 79,000 MORE circulation than the third Los Angeles Daily [also a morning paper].

The Evening Herald and Express now has 200,000 MORE circulation than the next Los Angeles evening paper.

This overwhelming dominance in circulation now enables the advertisers to

COVER LOS ANGELES in the Evening

*With One Newspaper Without Duplication
At One LOW Cost*

LOS ANGELES EVENING
HERALD AND Express

NATIONAL REPRESENTATIVES

PAUL BLOCK AND ASSOCIATES

NEW YORK CHICAGO DETROIT BOSTON
LOS ANGELES SAN FRANCISCO PHILADELPHIA

EXPERT GARDENER



WANTS WORK RAISING SALES

Read his record

SOME say it's been too hot, some say too cold—or too dry, or too wet. The fact remains: This year's crop of cash sales is a lean, scant one almost everywhere. Those budding orders ripen slowly.

So . . . many wise advertisers have gone in definitely for intensive farming this season. They have cut down overhead and cut out

waste. They just haven't planted unproductive ground. Their aim now is more profit-per-sale rather than more sales regardless.

The Literary Digest has worked with them. As a first step to new efficiency, the rates for 1932 were lowered a flat 25% on all space. Same product—same possibilities—working for seventy-five cents on the dollar.

And, *The Digest* stepped up its interest and its influence by new activities in expressing the will

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of the people. This spring, *The Digest's* twenty-million-ballot poll on prohibition wrote a page in American history. A similar test on Presidential preferences is now holding the mind of the nation. Increased voltage editorially means increased value to advertisers.

And, *The Digest* has readvertised its advertisers this summer by mailing, without extra charge, hundreds of thousands of copies of the Advertising Guide,* a handy reference book on advertised products and a real help in buying.

The times have called for *plus-services*—and *The Digest* has provided them. But . . . our basic and greatest service to advertisers is the chance we give them to meet the right kind of people, *en masse*.

People of active minds and wide interests (more than 70% of subscribers are business executives or professional people)—ready to

buy now (most of them subscribed within the year)—able to pay (largest reader revenue of all magazines)—proved responsive to printed salesmanship (most *Digest* subscriptions are "direct returns").

Digest advertisers are feeling a new force and finding a new efficiency. (Never before in any of its 42 years have results been so uniformly good.) Returns per dollar invested have gone up, costs per order come down. If your sales-seeds haven't done well enough, why not give *The Digest* a gardening job? Why not start next week?

• • •

Quantity—1,400,000 average yearly guaranteed, or "rebate."

Quality—Readers self-selected by active interest in realities.

Economy—Rates reduced 25%, to \$2.14 per page per 1000. Class circulation at mass costs.

* YOUR CUSTOMERS ARE USING THE ADVERTISING GUIDE



This important little book lists *Digest* advertisers, summarizes their messages, mentions booklet and sample offers, refers to page and issue—makes it easy for readers to have all the facts and buy wisely.

We advertise your advertising in this way without cost to you. About one million guides have been mailed this year to *Digest* subscribers and book buyers.

May we mail you specimen copies?

THE LITERARY DIGEST

Advertisers Call for Conference of Capital and Labor

A Seven-Point Plan Designed to Hasten Recovery Is Sponsored by New York Advertising Club

A SEVEN-POINT plan which its sponsors feel sure will hasten economic recovery was promulgated last week at a luncheon given by the Advertising Club of New York.

Grover A. Whalen, president of the club, presented the program, which is sponsored by that organization. It was approved in behalf of the organized labor movement by Matthew Woll, vice-president of the American Federation of Labor; by Edgar Kobak, president of the Advertising Federation of America, and Lee Bristol, president of the Association of National Advertisers.

A preamble to the platform, as read by Mr. Whalen, follows:

"While this plan primarily is intended to reflect the combined viewpoint of business and labor, nevertheless it should be borne in mind that the only major division of activity throughout the country, namely agriculture, is an equally important factor and the interests of both halves of the equation are interdependent. Business is not in a position to make specific recommendations in behalf of agriculture, but business should declare itself as willing to support those governmental policies which serve fairly the interests of agriculture along with the other half of the country."

And here is the platform itself:

(1) Close co-operation of industry and labor in working out the practical problems of business stabilization and security of employment.

(2) A revision of the anti-trust laws to provide changes in these laws which will meet the requirements of modern business and permit proper planning or rebuilding of the general business structure.

(3) Co-operation of business and labor in advocating and securing wherever possible by indus-

try the six-hour day and the five-day week.

(4) An aggressive and increased program by the Federal, State and Municipal governments for public and semi-public works. These works, whenever possible, should be primarily income producing or self-liquidating. An issuance of \$4,000,000,000 in public works bonds is recommended which, it is stated, will provide employment for 1,000,000 men.

(5) Advocacy of a broadening of the base of taxation to more generally and fairly distribute the burden as a means of balancing the national budget.

(6) Reduction of government expenditures, Federal, State and Municipal, primarily by cutting out the duplication of bureau activities and by reducing non-essential and duplicated non-departmental activities.

(7) Abolishment of prohibition and immediate liberalization of the Volstead Act as a means of securing additional employment and raising additional revenue for the Government.

Those back of the movement expect soon to call a conference of leaders in capital, labor and other important phases of national life, the purpose being to devise ways and means of trying to put the recommendations into effect. This meeting will probably be held some time in October.

The proceedings of the luncheon at which the plan was announced were broadcast over a national radio hook-up enabling twenty-two advertising clubs to listen in.

D. H. Mahan to Manage S. O. S. Sales

Dwight H. Mahan, for many years general sales manager of the Kellogg Company, Battle Creek, Mich., has been appointed sales manager of the S. O. S. Company, Chicago, manufacturer of S. O. S. scouring pads.

10-Cent Seller as Sales Stimulant

S. C. JOHNSON & SON, INC.

Racine, Wis.

Editor of PRINTERS' INK:

Can you give me any information, or refer me to any articles, or investigations concerning the effect of the sale of very small packages on the sales of standard size packages?

In other words, has anyone, such as a toothpaste manufacturer, ever conducted a sort of investigation to determine whether his sales of tiny tubes in dime stores acted as a sampling campaign causing people to buy more of his standard size tubes, or did it cut down the sale of his standard size tubes, or did the 10-cent business seem to be a separate market with little or no effect on the market for larger sizes?

J. R. RAMSEY.

WHATEVER leads most manufacturers to go into the 5-and-10-cent store with small packages of their products, they usually end by finding that they have created an outlet which handles an unusually large volume of their merchandise. Whether they make a satisfactory profit on this merchandise, however, is something else again.

Undoubtedly the sale of 10-cent sizes does in some measure act as a sampling campaign for the larger sizes. However, several men in the drug field tell us that this influence can easily be exaggerated.

The general feeling is that the 10-cent store is almost a separate market. It is made up in the first place of bargain hunters, and in the second place of people who may switch occasionally to small sizes but in the long run will return to the large sizes bought through different channels.

The average Woolworth store today carries more than 100 advertised products, most of them in small sizes. Investigation in two of the largest Woolworth stores in New York City indicates that for the moment at least there has been no noticeable tendency for this chain to take on these advertised products in 20-cent sizes.

However, Woolworth is still going somewhat gingerly on its 20-cent policy and it is difficult to predict what advertised products in 20-cent sizes will be handled by these stores in a year or so.

It is safe to say that the manufacturer who looks upon the 5-and-10-cent store as a great opportunity to sample his product will find himself over-optimistic when the returns are all in.

It is something else again if he is looking for a separate market. Whether it will be profitable to him or not depends upon the kind of deal he can make with the 5-and-10-cent store and his ability to judge just how little of his product he can give and still satisfy the consumer.

Some manufacturers have used the familiar stunt of slack-filled packages put in cardboard containers which are really much too large for the original package. This may give the consumer the idea he is going to get a lot for his money and lead him to make an initial purchase.

On the other hand, once he gets the product home and finds that he has really bought about half as much as his eyes promised, his feeling of good-will toward the manufacturer is very likely to drop to several degrees below zero centigrade.—[Ed. PRINTERS' INK.]

To Direct American Gas Machine Sales

R. F. Clarke, formerly advertising manager of the American Gas Machine Company, Albert Lea, Minn., has been appointed sales manager of that company, succeeding E. C. Jorgenson, resigned. Mr. Clarke has been with the American Gas Machine Company for the last eight years.

M. V. Jackson Returns to Art Printing Plate Company

M. V. Jackson has returned to the Art Printing Plate Company, Detroit, which he left two years ago after an association of five years. In returning, he also acquires a financial interest in the company.

"California Oil World" to Reduce Size

The *California Oil World*, Los Angeles, will reduce its type page size to 7 by 10 inches, commencing with the issue of September 15.

Here's One Way to End Profitless Selling by Retailers

"The Buffalo Plan" Works in One City for Sheets—Why Not for Other Products?

By J. W. Dunaway

"WE are selling Blank sheets on a 10 per cent mark-up, the National (naming another department store in the city) is promoting them at cost, and just this morning Smith's announced prices that represent an average of 5 cents a sheet below cost," a buyer in a mid-Western city remarked to me not long ago in discussing the sheet promotions then in progress. Then, smiling rather ruefully, he added, "I guess we're all crazy."

There is nothing unusual about this situation. It is duplicated in numerous cities all over the country from one sheet promotion to the next. In fact, the footballing of sheets is so common that, like the story of the dog biting the man, it is news only when promotions are run without footballing.

In the face of such conditions, it is refreshing to find one city in which the department stores have consistently been able to sell sheets at a profit and in which footballing has become a thing of the past. I refer to Buffalo, N. Y. There are doubtless other cities where some or all of the merchants have worked out the merchandising of sheets in much the same way as in Buffalo; but because Buffalo is such a clear-cut illustration of the principle involved, the phrase "the Buffalo Plan" seems very fitting.

One of the first things to note about the Buffalo Plan is that it is not a plan at all. That is to say, to the best of my knowledge, it was not inspired by any manufacturer or group of manufacturers, nor was it the result of any formal agreement among the merchants. There is nothing even approaching a magic formula about the Buffalo Plan. It just represents common sense applied to merchandising, and

it is in that fact I feel its strength lies. Buffalo merchants have succeeded in stabilizing sheet profits by the simple expedient of each store featuring a different brand and thus putting the business on a basis that is not directly competitive.

To make this clearer, I shall list the leading stores of Buffalo and the brands of sheets they carry. Adam, Meldrum & Anderson promote American Beauty; J. N. Adam, Dwight-Anchor; E. W. Edwards & Son, Fruit-of-the-Loom; Flint & Kent, a brand of their own; William Hengerer, Pepperell; Hens & Kelly, Utica and Mohawk.

Contrast this situation with that prevailing in the mid-Western city previously referred to. There, as a woman opens her daily newspaper, she finds all the leading stores selling identically the same sheet. The only question in her mind—the only question the stores invite her to ask—is, where can she buy it the cheapest.

A Question of Brand, Not Price

In Buffalo, on the other hand, the fact that the prices may vary is only part of the story. What if one sheet is 4 cents higher? That is the brand Mrs. Jones has always used, it is reasonably priced, and she is satisfied. Mrs. Smith will feel the same way about a second brand, Mrs. Brown about a third and so on right down the line. Each store and each brand will have a certain following, and those stores that present their lines with advertising that emphasizes quality as well as price will constantly win new customers. The net result is that there will be just as many sheets sold in Buffalo as in the city in which footballing is the rule of

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the day, but with the important difference that the business will be done at a profit.

There has never been any difference of opinion as to the cause of footballing. It is a natural consequence of two or more competitive stores handling the same brand. Obviously, the moment one merchant features a price reduction the other must meet it or cut below, and to make an impression on the public, the temptation is always strong to do the latter. This, in turn, invites retaliatory action on the part of the first store, and how far the matter will go depends largely on which store can stand the larger dose of red ink without becoming ill.

When it comes to devising safeguards against price-cutting, however, opinion is by no means unanimous. Many merchants have pointed an accusing finger at the manufacturer and said, in effect, "It is up to you to take the step. Protect us by confining your distribution."

To a considerable extent the manufacturers are putting into effect the exclusive or limited franchise plan, as, for example, has been done in the case of Utica Percale. It must be borne in mind, though, that in many cities two or more stores are handling the same brand without friction, and the general adoption of a policy of confined distribution would create new problems as well as settle old ones. Revolutions in business, as well as those in governmental affairs, have their destructive side.

The success of the Buffalo Plan raises the question as to whether formal pronouncements are really necessary to put the sheet business on a profitable basis. Let's put the emphasis on *action* instead of words. Suppose merchants simply made up their minds that when a line becomes footballed, they will take on another brand. Likewise, suppose manufacturers, instead of trying to sell a number of highly competitive stores in one city, would devote the same effort to establishing and building up their line in other cities.

Would not both be better off? Under such a plan merchants

would not tolerate, and manufacturers would not create, a profitless price-cutting situation. At the same time, the manufacturer would not have committed himself to a nationwide policy that might raise difficulties in those cities where two or more customers have for years been handling his line in perfect harmony.

Every nationally advertised brand of sheets enjoys a certain amount of consumer acceptance in every locality, and even though only one brand has previously been sold there, other brands have a following that needs only to be stimulated to the buying point. Certainly there is a better opportunity, from a profit standpoint, in selling a different brand of sheets rather than simply promoting the same brands other stores are handling and selling them at next-to-cost prices.

Charles Miller with Louisville "Herald-Post"

Charles Miller, for a number of years with the advertising department of the Rhodes Burford Company, operator of a chain of furniture stores, has been made assistant general manager of the Louisville *Herald-Post*. He was at one time assistant advertising manager, and later business manager, of the old Louisville *Herald*. He has also been assistant to the publisher of the Birmingham, Ala., *News*.

Seehof & Hoops Partnership Discontinued

The business partnership of J. F. Seehof and Walter W. Hoops, principals of Seehof & Hoops, Chicago advertising agency, has been discontinued. Mr. Seehof will continue an advertising business under the former name of the agency, Heath-Seehof, Inc. Mr. Hoops will announce his plans at a later date.

Advanced by Standard Oil

C. G. Sheffield, vice-president of the Standard Oil Company of New Jersey, has been made a vice-president of the Standard Oil Company of Pennsylvania, a wholly owned subsidiary of the former company. He will be in charge of sales of the Pennsylvania company and will also retain his present direction of sales of the parent company.

C. F. Church Sales Rise

The C. F. Church Manufacturing Company, a subsidiary of the American Radiator and Standard Sanitary Corporation, reports that sales for the first two weeks of August exceeded the company's total sales for the five months preceding.

Advertising by U. S. Is Urged as Reconstruction Move

THE SUN
NEW YORK

Editor of PRINTERS' INK:

I have read Paul E. Faust's article in PRINTERS' INK, ("Business Now Needs a Complete Job of Merchandising," page 3, August 4 issue) and congratulate him and you most heartily upon this keen analysis of the present economic situation. I have been preaching a gospel similar to this for the last two years, but, of course, I did not work it out so analytically.

There is no question about the truth of the statement that buyers are made, not born; that practically all of our buying, with the exception perhaps of our dire necessities, is influenced, stimulated, and prompted by some kind of selling.

When selling stops buying stops. When selling stops we become satisfied with what we have. It is only through merchandising that we become familiar with style and fashion and it is style and fashion that create the discontented mind by developing new wants and desires.

It is unfortunate that in bad times selling efforts fall off, which only aggravates the situation, making a bad job worse. If President Hoover would send for some real merchandising men like Mr. Faust he would get much farther in his efforts to bring back prosperity.

If the Government would put some of the money that it is now using for reconstruction work into a good advertising campaign to build up confidence and to stimulate buying, it would do a whole lot more good than at present.

And if the banks were urged to loosen up credit so that more merchandising plans now in the making could be released, that would also be a big help. Unfortunately our banks when they do loan money do so for almost any purpose except advertising.

Our surveys made by the Advertising Federation of America have proved that those advertisers who have had the means and the courage

and the ingenuity to bring out new things and to advertise them generously have been rewarded with unusual profits.

So I wish the President's conference could be told that they want to concentrate their minds upon selling and distribution rather than on production. Stimulate the wants and desires of the buying power that now exists and prosperity will be back before you know it.

GILBERT T. HODGES,
Executive Board.

"New Outlook" to Be Edited by Alfred E. Smith

Alfred E. Smith, former Governor of New York and Democratic presidential candidate in 1928, has accepted the appointment of editor-in-chief of the *New Outlook* which, beginning with the October issue, will succeed the *Outlook and Independent*, which suspended publication early this summer.

Under the arrangements made with Frank Tichenor, who recently acquired the *Outlook and Independent* and who will be publisher of the *New Outlook*, Mr. Smith will write one article for each issue. The publication will be non-partisan.

Mr. Tichenor, who is publisher of *The Spur*, *Aero Digest*, *Sportsman Pilot* and *Port*, has appointed Frank D. Walton managing editor of the *New Outlook*. Mr. Walton was formerly with the *New York Herald Tribune*.

Gets Patent on Lipstick Stain Remover

James B. Lyon, who formerly conducted an advertising agency at New York under his own name, has been granted a patent for his invention which he developed to meet the needs of a lipstick remover.

The product, a small packet of absorbent cosmetic tissues, looks like a book of paper matches, convenient enough for slipping into a woman's handbag or into the vest-pockets of men who may be frequently exposed to tell-tale lipstick stains.

The product is being sold through specialty shops, department stores and drug stores.

Death of E. K. Hays

E. K. Hays, president of The Kaynee Company, Cleveland, Ohio, manufacturer of shirts, blouses, etc., died in an automobile accident near Gardner, Mass., last week. He was sixty years old.



Now . . . more than ever . . .

You'd better look to *Quality!*

We've all had our run of commonplace work. We've all learned a few things. There can be no substitute in advertising for quality. The advertising firms that have kept their standards up are the ones that have gone ahead. So to be sure of the finest work use a member of the A. T. A.* on your advertising typography. You'll be surprised how much better and readable your work will be without any penalty in cost.

Advertising Typographers of America

National Headquarters: 461 Eighth Avenue, New York City

*Members are located in Boston, Chicago, Dallas, Denver, Detroit, Indianapolis, New York, Philadelphia and Toronto, Can.

RISE IN COTTON FILLS POCKETS OF SOUTH

Dixie Several Million Dollars
Richer With \$5 Advance.

By The Associated Press.

The south jingled new money in its pockets today and figured it was several million dollars richer, at least on paper, as a result of the \$5-a-bale upswing in cotton.

Prices upward of seven cents a pound, an advance of approximately 40 per cent from the early June lows, were quoted for cotton yesterday after the Department of Agriculture's announcement it estimated the crop at 11,376,000 bales, 5,790,000 fewer than last year and 2,352,000 less than the average for the past five years.

Eugene Meyer, governor of the Federal Reserve Board, yesterday left New York for Washington with assurances of bankers that they would endeavor to support his attempt to stimulate the orderly marketing of surplus Farm Board cotton.

The surplus stocks approximate 3,300,000 bales, of which 1,300,000 are held by the board and 2,000,000 by co-operative agencies.

Some farmers, able to hold their old crop, sold a little today and general optimism for a salutary effect on all business was reported over the belt.

B I G NEWS

from

**"The South's
First Market**

and its

Supreme, economical medium

The golden echo of a short crop, produced at the lowest cost in years, has already quickened the ring of cash registers in "Memphisaria." Since this A.P. story broke, the rise in cotton has amounted to about \$15.00 a bale, and keeps climbing, adding well over \$45,000,000 to the spending money of the "South's First Market."

That's big news to the national advertisers who can rush in with schedules to capitalize the wants and "spendability" of a retail trading area population of 2,179,474 (Major Market Newspapers). And the supreme, *economical* way to reach that market . . . or the small part of it confined to "city circulation" . . . is thru the Appeal Papers . . . as shown by Media Records January thru July, 1932, summarized on the next page.

MEDIA RECORDS - - - 6 DAYS A WEEK

JANUARY THRU JULY, 1932

	Commercial Appeal	Evening Appeal	Press- Scimitar
RETAIL	1,709,905	1,567,602	1,660,224
DEPT. STORE	571,928	660,587	560,325
FOOD	810,240	307,414	301,307
TOTAL	3,255,659	3,163,944	2,836,455

Bear in mind that this comparison in lineage is confined to 6 days a week. Were the Sunday Commercial Appeal figures included, as they should be, the dominance of the Appeal Papers over the third paper is even more overwhelming, due to the steady increase of national advertisers who are beginning to see anew the wisdom of getting their message across to the purchasing agent of the home in the issue (Sunday) which is her week's buying guide.

Dictate a letter now for your free copy of "What They Say in Memphis" and arrange your Fall schedules to include the "South's First Market" and the complete, enriched market, which can only be covered by the ALL DAY circulation of the APPEAL PAPERS.

COMMERCIAL APPEAL MEMPHIS EVENING APPEAL

"Deep in the Heart of Dixie"

National Representative: Jno. B. Woodward, Inc.

New York

San Francisco

Chicago

Detroit



Owners and Operators of STATION WMC, radio
market-master of the Mid-South

Building a Case Against the Bogus Plow Share

How Oliver, Entering a Usurped Field, Induces Its Customers to Buy the Genuine, Authorized Parts

THE Oliver Farm Equipment Company has been making plows for almost seventy-seven years. Its sulky plows, walking plows and tractor gangs are in wide use.

The plow bottom is composed of a base and a share. The share is the point of penetration of the plow into the ground, and is designed to enter the ground easily with sufficient suck to stay there and hold to its work. Naturally shares wear out with use, and the replacement demand is large, profitable, and a market in its own right.

Other manufacturers, realizing the extent of the market, invaded it and in addition to depriving the company of what it could reasonably deem its own replacement business, frequently supplied an inferior product, which was reflected in the work which Oliver plows did in the field.

These manufacturers, in certain instances, used an Oliver share as a pattern. A product which is made from another product is seldom as good as the original product made from a pattern. These companies did not advertise, had no reputation to maintain, and did their selling solely on the basis of price.

While the company's production facilities were such that it could have perhaps met this price, nevertheless, it was not satisfied to produce an inferior product, so the problem was to devise ways and means of letting farmers know that first cost was not last cost, and that a little extra money spent in buying genuine shares paid big dividends over the course of their service life. This is particularly true in territories where the ground is abrasive and where chilled shares are popular.

Therefore, it was decided to operate in a fashion directly in reverse to the manufacturers of

"bogus" shares. The company decided to make the quality of its shares even more outstanding, to maintain a fair price, and at the same time try to regain business which had been taken from it.

After having gone to great length to know that the product was right, and to assure uniform quality, the problem then was to impress upon farmers what Oliver had to offer.

A New Name and a New Color

All shares until recently were painted a blue lacquer, which was really a dark and unattractive color.

The new shares were given a new color scheme and a new name. They are known as Diamond Chilled Silver Edge. The top of the share is painted a bright red, and the cutting edge (the point of penetration) is striped with silver. The red emphasizes long wear; the silver edge points out the chilled hardness where chill is necessary to hold cutting edge and suck.

The combination of colors and the trade-mark protect buyers from imitations, identify new shares as genuine products, and assure the farmers of satisfaction. Because of their brilliance they actually help to sell themselves and thus make selling easier for the dealers.

Hundreds of thousands of envelope stuffers were printed, telling about the new type share. These were supplied to dealers to be mailed out with their monthly statements, blanket mailings to R. F. D. routes, etc.

A new wall hanger, especially bright and attractive, with the share in actual colors, was prepared and supplied to dealers in chilled share territory. Through a dealer house magazine the new type shares were stressed, and, of course, pressure was put behind

the company's own general selling organization.

"The results to date have been especially good," says Bert C. King, publicity manager. "We say this knowing exactly what the ratio of general sales of our industry is this year as compared to last year, and likewise what the ratio of repair parts in 1932 is as compared to 1931.

"Our share sales at date of this writing are in advance of our share sales made last year, in the face

of a market where general sales have been decidedly restricted.

"We have every reason to anticipate that our new share, made by our exclusive process, painted in exclusive colors (for which registry has been applied), will enable us to regain much lost ground, assure that Oliver plows do the best work because they are equipped with Oliver shares, and in general make things extremely difficult for our 'bogus' competitors."

Brioschi Defies the Jitters



DESPITE the country's alleged legal aridity there appears to be an extensive market in the United States for those products that may be classed as alcoholic antidotes. Recently still another champion has entered the advertising lists to challenge the All-American jitters. This latest neutralizer of the evil effects of over-stimulation is Brioschi (pronounced Bree-osky), an anti-acid effervescent drink of Italian vintage which is imported by G. Ceribelli & Company, with headquarters in New York.

This concern has launched a test newspaper campaign which

bids fair to make the proverbial nineteenth hole safe for sensitive stomachs.

The introductory copy is based upon the pick-me-up attributes of Brioschi when used as a banisher of mornings-after-the-nights-before. "Wow—What a night!" is the heading of an advertisement picturing a knight of the golf course who is beset by the imp-like fiend of the nineteenth hole. It is an appeal that will undoubtedly strike a sympathetic note in the hearts of many readers.

"Try Brioschi today," suggests the copy, "and the nineteenth hole will never get you."

To Represent "New Outlook" and "Spur"

Travis D. Carman, of Carman-in-New England, publishers' representative, has been appointed New England representative of the *Star* and the *New Outlook*, both of New York.

R. E. Brown Commissioned as Major

Richard E. Brown, publisher of *Wire and Wire Products*, New York, and secretary of the Wire Association, has been commissioned a major in the Officers Reserve Corps, Army of the United States.

Playing Fair with the Dealer in Passing Out Inquiries

Salesmen in Individual Territories Can Often Help in This Peculiarly Difficult Problem

WM. B. REMINGTON, INC.
Springfield, Mass.

Editor of PRINTERS' INK:

Would appreciate your advice as to articles that you have published on the matter of handling consumer inquiries by a manufacturer's advertising department, with particular reference to the question of sending out the inquiries to the dealers when the company has more than one dealer in a town.

We would like to get such information as is contained in your files as to whether a manufacturer in such a case selects a single dealer to whom all inquiries are sent, or if the inquiries are apportioned among the various dealers.

WM. B. REMINGTON.

THE question brought up by Mr. Remington is one of the most debatable and debated of all those that face the advertising department. As a result, there is no standard practice.

An investigation made by PRINTERS' INK several years ago indicated that most manufacturers follow the policy of sending consumer inquiries to all the dealers in the town from which an inquiry originates. This is a case, however, where mere majority rule is not necessarily a safe guide.

If several dealers in a single town get an inquiry and do follow it aggressively, there is bound to be a certain amount of confusion and ill-will created. As a result from that time on none of the dealers will pay any particular attention to inquiries sent them by the manufacturer.

One advertiser attempts to control this situation by sending inquiries to that dealer in a town who has done the largest amount of business during the previous year. Although he endeavors to try to make this an incentive for dealers to build bigger business he is quite frank in admitting that he does not think that it has much influence.

Others attempt to control the situation by sending the inquiries to the salesman in the territory and suggesting that the salesman give the inquiry to the dealer who he

thinks will follow it most aggressively. Here, again, there is a chance that a salesman will use the inquiries as levers on difficult accounts or will pass them along to favorite dealers who are not necessarily the most aggressive or deserving.

Another scheme is to divide the inquiries arbitrarily. For instance, Dealer A will get the first, Dealer B will get the second, Dealer C will get the third and then the company will go back to Dealer A with the fourth. This scheme has two weaknesses. In the first place, it may give Dealer A an inquiry which is more logical to be followed up by Dealer B or vice versa. In the second place, Dealer B may be the only aggressive retailer in the town and, therefore, the company is penalizing itself on two-thirds of the inquiries created by its advertising.

A study of the pros and cons of the situation shows that any system is about equally divided in its possession of advantages and disadvantages.

A mistake frequently made by manufacturers, no matter what system they follow, is in not checking up to see if dealers are following inquiries. They seem to feel that it is enough if they send the dealer the inquiry and let it go at that without following through.

A few manufacturers check the results of the dealer's work after thirty days. In this way they frequently find that one dealer in a town is much more effective in its follow-up than others and from that time on can quietly concentrate their efforts on the aggressive man and send the others only such inquiries as will keep them happy. In the meantime the salesmen can work on the unaggressive dealers, pointing out to them the mistake they are making in not following inquiries vigorously.—(Ed. PRINTERS' INK.

Selecting a Trade-Mark

THE JAMES FISHER COMPANY, LIMITED
TORONTO, CANADA

Editor of PRINTERS' INK:

Would you please send us a list of articles that have appeared in your magazines on the subject of trade-marks—the essentials of a good trade-mark and anything covering the experience of other advertisers in the development of their own marks?

THE JAMES FISHER COMPANY, LIMITED.

THE selection of a trade-mark involves two basic considerations—the legal aspects and the merchandising aspects. One is as important as the other. A trade-mark that suits one's legal counsel to a "T" may be a mighty poor mark from the merchandising standpoint. And, of course, the reverse is also true.

It follows, therefore, that when this matter of trade-mark selection comes up, legal counsel and advertising counsel should put their feet under the same table at the same time and consider all candidates. That is the procedure usually followed by the large corporations, when names for new products or name changes are considered.

But, unfortunately, 90 per cent

and perhaps more of the trade-marks devised each year are developed and adopted by small companies. Neither merchandising nor legal talent is called in. The result is that trade-mark files, such as that maintained by Uncle Sam at Washington, and such as that kept by the United States Printing & Lithograph Company, contain thousands of examples of hodge-podge nomenclature.

The legal prerequisites of a trade-mark are too numerous to permit listing here. However, interested readers may obtain from The Commissioner of Patents, Washington, D. C., a booklet entitled: "General Information About Protection of Trade-Marks, Prints and Labels," which, if one survives the intricacies of legal language, will provide a fair understanding of trade-mark law.

From the merchandising aspect, a trade-mark should: Have memory value, be easily pronounced, identify the product, not become out of date, be appropriate for the product, be easily read, have distinction.—[Ed. PRINTERS' INK.]



Appoints Joshua B. Powers

Joshua B. Powers, Inc., publishers' representative, has been appointed advertising representative in the United States and Great Britain for *Aftenposten*, daily newspaper of Oslo, Norway. *Diario Del Sureste*, Merida, Yucatan, Mexico, has appointed Joshua B. Powers, Inc., as its advertising representative in the United States.

Death of L. H. Smith

Leslie Harrison Smith, founder of Advertising Counselors, Inc., which he headed from 1922 to 1931, and, more recently, president of John P. Stockbridge, Inc., New York importer, died last week at New York. He was thirty-six years old. Mr. Smith was at one time publicity director of G. Schirmer, Inc., music publisher.

Toy Account to Hetherington Watson

The A. Schoenhut Company, Philadelphia, manufacturer of toys and toy pianos, has appointed the Hetherington Watson Company, of that city, to direct its advertising account.

New Business at Hartford

Casper Fritz Spolen, formerly sales and advertising manager of the Maxim Silencer Company, Hartford, Conn., is now associated with George Goodlad Vogt in creating design and copy for advertising. Offices are located at 373 Farmington Avenue, Hartford.

Appoints Wesley Associates

Paroma Draperies, New York, manufacturers of ready-made draperies and drapery materials, have appointed The Wesley Associates, New York, to direct their advertising account.

R. G. Bartlein with Milprint Products

Ralph G. Bartlein, formerly with the Weyenberg Shoe Manufacturing Company, Milwaukee, has joined the Milprint Products Corporation, of that city, as an advertising and sales correspondent.

Making the Office a "Sample Package"

The Upson Offices and Sample Rooms Are Made of the Company's Own Product

By Walter Raymond

Advertising Manager, The Upson Company

ONE of the best means we have of acquainting the public with our products is through samples.

And the sample is one of our best methods of convincing the dealer of the superiority of our products.

Of course, such samples as we distribute are only samples of a raw material and do not give any conception of what can be accomplished by using this raw material correctly.

Our offices are a "sample package" of completed jobs, however, which show just what can be accomplished by the use of these products. For our offices, which have quite a wide reputation for beauty and practicability, are all made of our own products.

We have here at the plant upward of forty individual offices with walls and ceilings of Upson Board. In addition, there are several special demonstration rooms not classed as offices—such as a model living-room, a tea-room, a complete electrified kitchen and an auditorium, all practical demonstrations of what can be done with our products.

No two rooms are alike either in panel scheme or color. Some are quite simple, while others appear to be quite elaborate. But none is expensive.

Not only are our products used for walls and ceilings of all our offices, but they are also

used in a great many other ways.

For example, our waste baskets are all made of Upson Board. These represent quite a variety of sizes and designs. Our letter files on individual desks are made of the same material. Many tables and desks have protective tops made of our product finished to harmonize with the wood of which the furniture is constructed.

We have large and small cabinets such as map cabinets in the sales department, and towel cabinets with individual compartments in our washrooms, all made of Upson Board. Some of our doors are made of it on wood frames, so



The Upson Reception Hall Finished with the Company's Products—One of the "Sample" Rooms

CHARACTER IS IMPORTANT

▼

A Newspaper Like the

YORK, PA.

GAZETTE AND DAILY

which for many years has protected its readers by a high-minded censorship of both news and advertising, undoubtedly enjoys a reader confidence which is invaluable to advertisers whose copy is acceptable.

Particularly is this so when it covers its trading territory so completely and intensively.

▼

National Representatives

HOWLAND & HOWLAND, Inc.

New York

393 Seventh Ave.

Chicago

360 N. Michigan Ave.

Don't read it from cover to cover

WE repeat—don't read it from cover to cover (we're talking about PRINTERS' INK MONTHLY).

There's no catch. We mean simply, exactly, even *precisely* that.

And please don't *tell* us that you read P.I.M. from cover to cover, even if you do. We'd hate the job of remaking it—and besides, we think it's pretty good the way it is.

You see, PRINTERS' INK MONTHLY isn't made for any one type of reader. It is edited for sales-minded business men in all walks of commercial life. If B. Arkell, President, Beech-Nut Packing Company found every article in any one issue of such intense interest that he just couldn't pass it by, then J. S. Lapp, President, Lapp Insulator Co., Inc., another subscriber, would probably experience no difficulty in passing by the entire issue.

Then there are the vice-presidents of companies big and small, the treasurers, secretaries, sales managers, advertising managers, etc. And the advertising agency executives. And others. And still others. Each and every one with his own interests and problems.

So take out your pencil and check, on the table of contents opposite, those articles you want to read in the September number (out September 1). Then thumb through the issue, when you get it, and perhaps the novel layouts and splendid pictures (take our word for that) will make you want to read several more.

There are 26 titles on that table of contents page. If you don't find at least a half dozen articles that you want to read, and then, having read them, found them worth reading, you're entitled to a refund.

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PRINTERS' INK MONTHLY, 185 Madison Ave., N. Y. C.

Gentlemen:

Please send me PRINTERS' INK MONTHLY for the next year, beginning with the September issue. I'll expect you to send an invoice for \$2.00 to cover my year's subscription.

Name _____

Company _____ (position)

Street _____

City and State _____

GOOD COPY

gets wide approval when it is helpful as well as interesting to the reader.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

that they resemble large, solid wood-panel doors.

Our washrooms and our model kitchen are all lined with our board and Fibre-Tile finished in appropriate color schemes.

We make every effort to get as many lumber dealers as possible to visit our offices and see for themselves just how our products can and should be used. Being located on one, and between two other main automobile highways from East to West, and only twenty-two miles from Niagara Falls, we are particularly fortunate because we are quite accessible to tourists.

Whenever we hear of a dealer who is going to be in this section, we endeavor to get him to come to Lockport to see our offices.

Dealers, contractors and architects located within a reasonable distance of Lockport visit us continually to get ideas for special jobs which they have in process or under consideration. Painters and decorators also study our model offices so that they may duplicate some of the unusually attractive color schemes which we have.

We are also visited each year by hundreds of home-owners and potential users who have heard about our office demonstration and are anxious to see for themselves. Last year, when we were advertising on the radio, we devoted one period to a special invitation to listeners-in to come to Lockport. Since this invitation was issued right at the beginning of the tourist season, we were favored with calls from a surprisingly large number of potential users of our products, some of whom went miles out of their way in order to come to Lockport to see what we have to offer.

In addition to dealers and consumers who come here especially to see our beautiful rooms, we receive hundreds of calls from salesmen of other companies. While most of these men come here with the idea of selling us something, a goodly percentage of them are home-owners and as a result of seeing our rooms, go back to their home towns and purchase our product for use in their own homes.

Ask Newspapers to Bar "Share Cost" Travel Advertising

Six advertising agencies are co-operating in a move to get newspapers to eliminate from their classified columns all advertising which attempts to bring individuals together for the purpose of sharing the cost of automobile travel. These agencies, representing responsible transportation advertisers, point out that their clients spend literally hundreds of thousands of dollars in advertising whereas private individuals and so-called "travel bureaus" spend only hundreds.

Furthermore, it is declared that these "travel bureaus" really are nothing but brokers who collect a fee for bringing automobile owner and prospective traveler together and that they assume no responsibility for the automobile operator thus subjecting the passenger to unnecessary risk and diverting a large amount of revenue from railroad, bus and steamship companies.

Information on various phases of this type of "share cost" travel is summarized in the data sent 406 publishers of newspapers in cities of approximately 50,000 population and over. The request that this form of advertising be eliminated is supported by the following advertising agencies: Roche, Williams & Cunyngnam; Batten, Barton, Durstine & Osborn Corporation; The Caples Company; Stack-Goble Advertising Agency, Inc.; Lord & Thomas and the J. Walter Thompson Company.

We Exercise a Privilege

SYVERSON KELLEY, INC.
SPOKANE, WASH.

Editor of PRINTERS' INK:

I feel very strongly that PRINTERS' INK is entitled to a great deal of credit and appreciation for the real co-operation it extends to advertising clubs and associations, as well as individuals. I am conscious of an obligation, going back to 1930 when I was president of the Pacific Advertising Clubs Association and received more constructive assistance from PRINTERS' INK in working out the convention program than I received from any other publication.

In connection with the Vancouver convention this year, this obligation was doubled by the help given me as chairman of the program committee in planning the program for that meeting.

If it would be in order, I would be glad to put what I feel about this co-operation into words for publication in PRINTERS' INK or in any other form you choose. You are entitled to it and the advertising fraternity should know what a good job you do when called upon for help.

RAYMOND P. KELLEY.

American Gas Machine to Ayer

The American Gas Machine Company, Inc., Albert Lea, Minn., has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

men AND women
read "Punch"
RIGHT THROUGH

—that is why "PUNCH"
is carrying more and
more advertising directed
exclusively to women.

MARION JEAN LYON, *Advertisement Manager,*
"PUNCH,"

10, BOUVERIE STREET, LONDON, ENG.

What Consignment Selling Can and Can't Do in These Times

(Continued from page 6)

Several times a year, says Tung-Sol, it will be necessary for a representative of the manufacturer to take a physical inventory and make an audit of each agent's account. When an agency appointment is cancelled this must be done as of the date of cancellation.

That, of course, necessitates traveling auditors and related supervisory expenses. There's another cost item.

7. It is usually agreed—and that is the case in this instance—that a retail or wholesale agency appointment may be cancelled by either party at will by written notice. In the event of cancellation of a wholesale agency, the agent is, under the terms of a Tung-Sol appointment, required to account for all tubes in his own custody and in the custody of served retail agents. The wholesale agent is obligated to pay for all tubes lost, sold, damaged or missing from such stocks and to return to the manufacturer immediately the stock of consigned tubes in his own custody. Imagine going through all that when friendly relations have been broken!

Nor is that the complete list of demerits that may properly be charged against consignment selling. There are others, perhaps of a less tangible nature and yet decidedly worth considering.

For instance, some merchandising experts claim that, inasmuch as it is only human for a distributor to want to push merchandise in which he has tied up his good money, consigned goods, in which he has no investment, are likely to be permitted to suffer from lack of attention while the distributor concentrates on his paid-for merchandise. Of course, there is the reverse angle that retailers may not buy outright merchandise from other manufacturers they can obtain from one manufacturer on a consignment basis.

Another criticism is that some distributors take such poor care of consigned merchandise—again because they have no financial investment in it—that if it is at all perishable, the manufacturer is apt to find himself taking some pretty severe inventory losses. And, of course, if the product is susceptible to quick style changes, the manufacturer may wake up one morning to discover that his factory is swamped with returned goods.

Still another demerit to be tacked up against consignment selling is that it frequently puts a premium on misunderstandings and disputes between the producer and his distributors. Most consignment selling plans are bulky and cumbersome—it is almost inevitable—and this very ponderosity leads to mistakes and quibblings that hardly help sales.

Some Prerequisites of Consignment Selling

What all this means, of course, is that consignment selling is not the easy road to commercial bliss that it may seem to be at first blush. The line must be suited to it. The company must be financially strong and have the requisite man-power to put it over. And the manufacturer's profit margin must be large enough to stand a temporary, and perhaps permanent, expansion in general sales costs.

But that does not mean that consignment selling is a hopeless proposition. To the contrary, it is an excellent merchandising device when properly used by the proper manufacturer at the proper time. However, essentially, it is undoubtedly true that few manufacturers who can sell their goods profitably in any other way will turn to consignment selling. There is the catch. Today's conditions are such that some manufacturers have practically been forced into consignment selling.

The Tung-Sol plan was started, in an experimental way in New York. It did so well that the plan is now being spread over the entire country. The national application of the idea started on May 1 of this year. The company ex-

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Nobody keeps a POSTAL TELEGRAM Waiting!

The Postal Telegram is always *first* to get "in"...*first* to command attention...*first* to urge action. Today... use Postal Telegram for speed, accuracy, dependability and *quick* results.

Postal Telegram is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

Use the Postal Telegram "BOOK" Plan

to contact a large number of people with a single message in a minimum of time. Just ask for a Postal Telegram Representative.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial
Cables



Mackay Radio

All America
Cables





MITCHELL HEINEMANN
General Sales Manager
Jantzen Knitting Mills



Mr. Heinemann says:
**"We Consider Poster
 Advertising Indis-
 pensable to the Suc-
 cess of Our Adver-
 tising Campaign"**

"In every city where we have used poster advertising we have enjoyed increased sales and maximum dealer cooperation. The cost, too, is a considerable factor in our calculations and we believe that the cost of poster advertising is among the outstanding advertising values of today."

Mr. Heinemann, in making these remarks, voices the experiences of the many who have found that Poster Advertising lowers marketing costs as well as produces business.

Consider his remarks concerning dealer cooperation, secured where posting is used. The necessity of dealer cooperation is essential. Posters will secure for you the same dealer cooperation that they have for the Jantzen Knitting Mills.

On the Pacific Coast, particularly, Outdoor Advertising produces maximum results, for its residents as well as hundreds of thousands of tourists are out-of-doors the greater part of the time.

Investigate the Outdoor Advertising facilities of Foster and Kleiser Company in 615 cities and towns in California, Oregon, Washington and Arizona.

Foster and Kleiser

COMPANY

GENERAL OFFICES: SAN FRANCISCO
 Operating plants in California
 Washington, Oregon and Arizona
 Offices in New York and Chicago

pects to have 10,000 retail agencies by September. It has already signed up more than fifty wholesalers.

Hinze Ambrosia, Inc., adopted consignment selling on June 1 of this year. But this company, and Coty, Inc., which adopted consignment selling the first of the current year, both consign only to wholesale agents. They do not attempt to consign to retailers. That greatly simplifies the operation of the plan. It gives the manufacturer a certain amount of control over the retail trade—certainly more control than he otherwise would have—and, at the same time, it eliminates the most cumbersome phase of consignment selling, namely, the contractual relations with thousands of retailers.

Dorrance, Sullivan Takes Over Dorrance, Kenyon

Dorrance, Sullivan & Company, Inc., New York advertising agency, has acquired the entire capital stock of the Massachusetts corporation of Dorrance, Kenyon & Company, Inc., which has operated as a New England associate of the New York agency. The Boston office of the Dorrance, Kenyon company has been closed. New England accounts of Dorrance, Sullivan & Company will be handled from New York.

Death of H. R. Wheeler

Harry R. Wheeler, for over twelve years with the Hearst Newspapers at Boston, died at Wollaston, Mass., recently. After leaving the Hearst organization Mr. Wheeler conducted his own business as a publishers' representative. For the last two years he had served as vice-president of the United States Capital Corporation, president of the Jencks Manufacturing Company, and vice-president of the Radio Television Industries Corporation.

Poor Richard Club Appoint- ments

Julius S. Weyl, president of Edward Stern & Company, has been appointed chairman of the direct-mail committee of the Poor Richard Club, Philadelphia. E. V. Winslow, of the Wm. F. Fell Company, has been appointed vice-chairman.

Joins Arkansas Dailies

The Searcy, Ark., *Daily Citizen* has become a member of Arkansas Dailies, Inc.

Acquires Stypes-Allison, Inc.

S. H. Williams, of the San Francisco office of Stypes-Allison, Inc., publishers' representative, has purchased the interests in that concern of Arthur W. Stypes and J. C. Allison. The firm will hereafter be known as Williams & Company, Inc., with headquarters at 220 Montgomery Street, San Francisco. Personnel of the Los Angeles and Portland offices will be maintained. Offices have been opened also at Chicago and New York. Mr. Williams was at one time co-publisher of the Reno, Nev., *Nevada State Journal*.

Joins Roche, Williams & Cunyningham

J. P. Paulson, formerly director of sales promotion of the Wilhelm Lubrication Company, St. Paul, Minn., and the North American Lubrication Company, Ltd., of Canada, has joined Roche, Williams & Cunyningham, Inc., Chicago advertising agency. He was at one time with *College Humor*, Chicago.

Appoints Moser, Cotins & Brown

The Kelsey Heating Company, Syracuse, N. Y., has appointed Moser, Cotins & Brown, Inc., New York and Utica, N. Y., to direct the advertising of Kelsey Warm Air Generators and Kelsey-Bradley Conditionaire air conditioning systems.

P. C. Ripley, General Sales Manager, Kester Solder

P. C. Ripley has been elected general sales manager of the Kester Solder Company, Chicago. He has been associated with the Kester Solder Company for nearly eight years, having been in charge of industrial sales and product development.

Plan New Medium

The Grocery Trade Development Corporation, a merchandising and advertising service, has opened offices at 132 East 31st Street, New York. Circulars will be prepared and printed for grocery stores and the advertising of manufacturers of grocery food products will be carried.

Henry L. Doherty Advances P. J. Shilling

P. J. Shilling, is now art and production manager of Henry L. Doherty & Company, New York. He formerly was assistant art and production manager.

New Minneapolis Business

Eben J. MacKenzie has started an advertising and art service which has been organized with offices at 1645 Hennepin Avenue, Minneapolis. He was formerly engaged in advertising agency work in Toledo, Ohio.

America's fourth market

Measured in terms of business activity, or to be exact, bank debits, Newark is right up in the front row of contenders for national honors. According to SALES MANAGEMENT'S compilation Newark, today, is the fourth busiest market in the country.

Of course Newark's merchants have not had to dust cobwebs off their shelves at any time since October, 1929. There has always been good business in this metropolis. But today business is even better—78.0% of normal and 45% above the average for the entire U. S. A. That's a record befitting the importance of the market.

Put your product in Newark—get some of these profits. Sell the Newark market effectively and economically thru the ONE newspaper nearly every family reads.

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey
O'MARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

183 Advertisers Report for First Six Months of 1932

A Table Showing the Net Profits—and Losses—for the First Half of This Year of Some of the Leading Advertisers

Company	1931	1932
Affiliated Products	612,391	308,326
Ainsworth Manufacturing Co.	7,281	D7,625
Airway Electric Appliance Co.	D29,240	D181,169
Allis-Chalmers Manufacturing Co.	1,006,061	D1,805,898
American Chain Co.	D969,318	D1,823,118
American Chiclet Co.	1,109,384	951,242
American Commercial Alcohol Corp.	D42,941	244,405
American Home Products Corp.	1,694,983	1,448,512
American-La France Foamite Corp.	D240,185	D222,970
American Laundry Machinery Co.	277,365	261,493
American Maize Products Co.	D9,396	206,798
American Rolling Mill Co.	D503,546	D961,229
American Safety Razor Corp.	505,744	304,802
American Thermos Bottle Co.	47,636	13,723
American Woolen Co.	D1,809,446	D6,794,962
American Writing Paper Co.	12,648	D246,615
Armstrong Cork Co.	879,048	D557,611
Art-Metal Construction Co.	D137,952	D264,771
Associated Apparel Industries.	D132,248	D163,790
Associated Oil Co.	1,111,308	1,358,477
Atlantic Refining Co.	D4,012,962	3,184,824
Atlas Powder Co.	409,120	D154,398
Auburn Automobile Co.	2,361,175	D144,028
Bayuk Cigars, Inc.	193,377	D124,328
Belding Heminway Co.	D207,493	D252,621
Bendix Aviation Corp.	1,512,345	D52,126
Bigelow Sanford Carpet Co.	682,407	D969,485
Bohn Aluminum & Brass Co.	925,557	D73,964
Bon-Ami Co.	650,943	534,905
Brunswick-Balke-Collender		D582,920
Budd, Edward G., Manufacturing Co.	130,565	D854,487
Byers, A. M., Co.	103,233	D360,322
Canada Dry Ginger Ale, Inc.	671,765	18,181
Caterpillar Tractor Co.	1,446,476	D419,945
Certain-teed Products Corp.	D200,624	D840,713
Childs Co.	560,942	30,938
Chrysler Corp.	2,252,035	D880,432
Cluett, Peabody & Co.	336,456	D284,321
Coca-Cola Co.	6,438,896	6,123,537
Colgate-Palmolive-Peet Co.	4,003,694	1,030,711
Congoleum-Nairn Co.	607,842	367,297
Congress Cigar Co.	351,450	139,329
Consolidated Cigar Corp.	1,094,233	540,251
Continental Baking Corp.	1,987,046	1,474,741
Continental Motors Corp.	D851,266	D1,026,660
Continental Oil Co.	D6,528,841	D256,502
Corn Products Refining Co.	5,494,267	4,153,381
Coty, Inc.	433,909	311,973
Cream of Wheat Corp.	804,623	667,213
Curtis Publishing Co.	7,718,130	4,978,728
Curtiss-Wright Corp.	D1,463,154	32,358
Cutler-Hammer, Inc.	D270,086	D444,747
Devoe-Raynolds Co.	199,377	13,548
Drug, Inc.	10,652,510	7,680,697
Du Pont, E. I., de Nemours & Co.	27,610,394	14,202,421
Durham Hosiery Mills	20,704	41,280
Eagle-Picher Lead Co.	154,485	D633,027
Electric Auto-Lite Co.	2,769,865	1,098,514
Endicott-Johnson Corp.	1,333,753	D4,580
Eureka Vacuum Cleaner Co.	D313,582	18,420
Fairbanks, Morse & Co.	D559,534	D997,849
Federal Motor Truck Co.	D36,116	D298,638
Firestone Tire & Rubber Co.	2,908,553	1,639,739
Florsheim Shoe Co.	414,852	3,740
Follansbee Bros. Co.	D398,687	D616,098

Six

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308,326

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41,280

D633,027

1,098,514

D4,580

18,420

D997,849

D298,638

6,339,739

3,740

D616,098

Company	1931	1932
Gabriel Co.	298	D19,733
General Am. Tank Car Corp.	2,475,000	769,000
General Baking Co.	2,702,237	2,114,731
General Cigar Co.	913,877	783,933
General Electric Co.	21,523,722	7,653,188
General Foods Corp.	10,167,458	7,889,100
General Motors Corp.	84,122,176	15,019,404
Gillette Safety Razor Co.	2,682,345	3,283,785
Goodrich Co., B. F.	D288,483	D710,821
Goodyear Tire & Rubber Co.	4,221,770	50,509
Gotham Silk Hosiery Co.	254,482	62,765
Graham-Paige Motors Corp.	D833,056	D249,797
Grigsby-Grunow Co.		D831,146
Hercules Motor Co.	233,372	D52,712
Hercules Powder Co.	736,103	300,216
Hershey Chocolate Co.	4,718,680	2,743,824
Heywood-Wakefield Co.	D575,881	D590,766
Houdaille-Hershey Corp.	669,286	D99,987
Household Finance Corp.	2,116,329	1,940,232
Hudson Motor Car Co.	526,992	D3,132,250
Hupp Motor Car Co.	D1,077,110	D1,480,187
Indian Motorcycle Co.	D28,424	D43,981
International Business Machines Corp.	3,778,492	3,542,117
International Cement Corp.	1,000,627	D759,241
International Nickel Co. of Canada	3,359,886	D93,255
International Salt Co.	353,435	174,517
International Shoe Co.	4,513,832	3,206,251
International Silver Co.	D269,542	D863,668
Johns-Manville Corp.	945,767	D1,514,878
Kelly-Springfield Tire Co.	D281,436	57,101
Kendall Co.	240,510	17,083
Kimberly-Clark Corp.	1,288,488	411,860
Lambert Co.	3,572,529	2,568,384
Lee Rubber & Tire Corp.	D193,201	D49,476
Lehn & Fink Products Co.	777,300	629,372
Libby-Owens-Ford Glass Co.	D172,092	48,130
Lindsay Light Co.	52,996	30,157
Loose-Wiles Biscuit Co.	1,067,433	791,270
Mack Trucks, Inc.	D51,326	D516,943
Mallinson, H. R. & Co., Inc.	D464,738	D249,846
Maytag Co.	470,994	22,187
McCall Corp.	1,168,319	892,108
McQuay-Norris Mfg. Co.	284,546	210,450
Mead Johnson & Co.	673,531	539,386
Melville Shoe Corp.	593,562	410,959
Mohawk Carpet Mills, Inc.	231,170	D582,782
Moto Meter Gauge & Equipment Corp.	D190,314	D216,733
Mullins Manufacturing Corp.	84,239	1,353
Munsingwear, Inc.	D368,320	D788,031
Murray Corp. of America	29,135	D1,126,417
Nash Motors Co.	2,359,768	534,208
National Biscuit Co.	9,406,791	8,499,996
National Cash Register Co.	491,701	D965,179
National Dairy Products Corp.	10,552,826	6,587,999
National Enameling & Stamping Co.	D270,921	D216,892
New Jersey Zinc Co.	1,726,021	1,078,999
Packard Motor Car Co.	D90,120	D2,513,127
Parker Rust-Proof Co.	407,863	228,826
Penick & Ford, Ltd., Inc.	631,864	319,657
Perfect Circle Co.	494,662	151,527
Pet Milk Co.	204,209	D119,848
Phillips-Jones Corp.	85,786	D437,021
Phillips Petroleum Co.	D2,674,153	D812,492
Pierce-Arrow Motor Car Co.	421,711	D1,072,334
Purity Bakeries Corp.	1,190,884	260,353
Radio Corp. of America	2,638,703	219,405
Raybestos-Manhattan Inc.	580,179	D117,600
Reo Motor Car Co.	D572,283	D1,340,181
Republic Steel Corp.	D2,784,898	D5,221,118
Revere Copper & Brass, Inc.	D144,058	D815,214
Ritter Dental Mfg. Co.	143,105	D192,620
Rollins Hosiery Mills	73,237	D103,919

Company	1931	1932
Savage Arms Corp.....	D160,580	D140,465
Scott Paper Co.....	519,017	431,126
Servel, Inc.....	403,054	D222,902
Sharp & Dohme.....	554,835	311,671
Shattuck Co., Frank G.....	1,089,004	413,324
Simmons Co.....	D268,310	D1,272,508
Skelly Oil Co.....	D2,702,883	D43,521
Standard Brands, Inc.....	8,460,968	8,043,339
Standard Oil of Calif.....	5,643,968	6,916,544
Standard Oil of Kansas.....	D930,457	D401,535
Stewart-Warner Corp.....	D220,819	D1,023,933
Studebaker Corp.....	2,029,355	D2,401,140
Sun Oil Co.....	1,049,403	2,030,918
Sweets Company of America.....	71,726	D22,337
Syracuse Washing Machine Corp.....	221,141	D107,252
Thermoid Co.....	70,048	D80,970
Thompson Products, Inc.....	138,254	D13,251
Tide Water Associated Oil Co.....	D1,077,464	2,099,700
Timken Detroit Axle Co.....	D275,177	D820,444
Timken Roller Bearing Co.....	2,462,714	417,520
Trico Products Corp.....	1,145,930	600,604
Truscon Steel Co.....	D280,586	D533,040
Underwood-Elliott-Fisher.....	1,099,465	D145,687
Union Carbide & Carbon Corp.....	9,119,825	4,236,437
Union Oil Company of Calif.....	1,900,000	1,500,000
United American Bosch Corp.....	D267,052	D470,529
United Biscuit Co. of America.....	847,836	462,443
United Fruit Co.....	6,970,000	1,500,000
United States Gypsum Co.....	2,241,560	963,789
U. S. Hoffman Machinery.....	D93,937	D460,240
U. S. Industrial Alcohol Co.....	D527,287	32,967
U. S. Playing Card Co.....	490,538	151,917
United States Rubber Co.....	D4,660,202	D5,028,399
U. S. Steel.....	14,156,412	D33,670,722
Walworth Co.....	D1,100,418	D481,428
Ward Baking Corp.....	741,888	517,573
Webster-Eisenlohr, Inc.....	D233,254	D180,017
Westinghouse Elec. & Mfg. Co.....	D1,959,341	D3,202,127
Wheeling Steel Corp.....	D1,216,828	D1,509,461
White Motor Co.....	D1,004,910	D1,427,707
White Rock Mineral Springs Co.....	560,837	422,133
White Sewing Machine Corp.....	D225,868	D904,515
Worthington Pump & Machinery.....	209,856	D1,098,001
Wrigley, Wm., Jr., Co.....	5,423,182	4,007,720
Yale & Towne Mfg. Co.....	D104,914	D338,578
Zonite Products Corp.....	549,283	391,175

D—Deficit.

Trade Executives to Meet

THREE major topics will be discussed at the convention of the American Trade Association Executives which will be held at Atlantic City, N. J., September 14 to 17. These topics are: "Today's Background of Trade Association Movements," "In What Ways Are Well Established Trade Association Activities Being Modified to Meet Changing Conditions?" and "New Trade Association Activities to Meet Changing Conditions."

Speakers who will address the convention, and their topics, include: George F. Barber, sales manager, Reading Paper Mills, "What Is Happening to Business

Administration and Business Organization—How These Will Affect the Trade Association and the Trade Association Executives' Program and Methods"; Daniel S. Hunter, Steel Barrel Manufacturers' Institute, "Should Trade Associations Concern Themselves with Prices?"; T. J. McFadden, manager of the Unfair Competition Bureau of the American Paint and Varnish Manufacturers' Association, Inc., "How the Paint and Varnish Industry Has Handled Unfair Competition," and Herbert J. Tily, president of Strawbridge and Clothier, "What I Expect of the Future Trade Association."

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Printers' Ink-lings
in which our readers
pat our editorial back



Golf Players and Golf Salesmen

A LITTLE conundrum: What's the difference between golf players and golf salesmen? A golf player must keep his chin down—a golf salesman must keep his chin up. That's why E. Canby, vice-president of the Crawford, McGregor & Canby Company, sent a copy of "Chin-Up Selling," which appeared in **PRINTERS' INK MONTHLY**, to each one of the thirty-five salesmen on his staff.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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London: McDonough Russell

NEW YORK, SEPTEMBER 1, 1932

Advertising Starts Up

The usual seasonal upturn in advertising which always starts to a greater or lesser extent immediately after Labor Day will of course be felt this year. Sometimes, as has been the case for the last three years, it grows weary in well doing and loses volume as fall and winter come on.

But PRINTERS' INK believes that the story is going to be quite decidedly different this year. Some way or other we cannot escape the conviction that the low point in advertising volume has been reached and that from now on the trend will be steadily upward.

Our feeling comes from more than a mere hunch—more than from what the psychologists would probably call "intuitive deduction."

We base it on the following thesis:

(1) Many advertised brands

have reached a state of at least semi-obsolescence;

(2) The country is notoriously under-inventoried in factories, in distributive channels and in the home.

To these considerations add the steady—although, we must admit, rather painfully gradual—improvement in financial conditions which will permit marketing expansion and you have the reasons why advertising has seen its lowest point in the present unpleasantness.

This disconcerting brand obsolescence has been brought about by the bitter, galling economies that many advertisers have practiced (some because they had to and others because they only thought they had to) during the three lean years just past. It now represents a staggering loss in good-will value, i.e., in the standing of brands with the public.

Advertisers are not dense; they know what has been going on and what must and will be done now to conserve what is left of the salability they once had, to get back what they have lost and to create more.

While good-will, just as was said in PRINTERS' INK last week, cannot be measured with a tabulating machine or an accounting formula, every advertiser knows quickly and accurately enough when it is fading as well as when it is in the bloom of health.

This gradual dribbling away of consumer preference for certain brands can be permitted to continue only so far; beyond that point what was once a condition of healthy salability may become a mere shell and competitors or private brands rush in and take possession more or less by default.

Every advertiser knows this even though during the period of stress he may have resorted to free deals and other makeshift devices in an emergency effort to stop up the holes through which, owing to the absence of sufficient advertising, his good-will was pouring.

Advertisers are rapidly rising above the fear and timidity which Sir Josiah Stamp says are now the

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one big impediment in the path of rapid recovery. They may be actuated just as much by the great dammed-up demand for merchandise which now shows signs of breaking through as they are by the necessity of recovering or conserving their good-will. But whatever the reason, they show decided signs of being very much awake and alive.

An entirely different feeling is in the air.

In view of these factors and also because of the increasing confidence in the country generally, PRINTERS' INK repeats without equivocation that advertising from now on may be expected to increase in volume. The process will probably not be spectacular or showy; band playing and banner flying will be missing. But if there is less of exuberance and effervescence there will be more of stern purpose; and this is what counts the most.

These Say It with Millions

Myron C. Taylor, chairman of the United States Steel Corporation, is perfectly willing to risk a cool \$5,000,000 on his conviction that some real buying is going to be done pretty soon.

Here is the way Mr. Taylor figures it:

Many manufacturing plants, he says, have been suffered to run down to a considerable extent, either because the owners lacked the money to keep them up to date or because they thought people would not buy their goods anyway, and so what was the use?

But now this enforced or voluntary economy has "created a vacuum" that "in due course will have to be filled." All of which makes him believe that a "pronounced buying movement cannot be long delayed."

Or, to put it in more matter-of-fact language, manufacturers are waking up to the fact that they are not in shape to handle the increased business volume that is coming and are now keen to rectify the condition. This means that they will want to buy things from

Mr. Taylor and other producers.

And so Mr. Taylor is spending \$5,000,000 for replacements and improvements; he, too, wants to be ready for increased demand.

James H. Rand, Jr., chairman and president of Remington Rand, Inc., is another who believes he is going to be able to sell things this fall; he thinks it to the extent of \$4,500,000.

Last week he bought some newspaper advertising space and in this, through an "open letter," notified Roy D. Chapin, Secretary of Commerce, that he had ordered that amount of money to be invested immediately in raw materials and supplies for use during the remainder of the year.

These progressively courageous moves strike PRINTERS' INK as being entirely sensible, and we believe Messrs. Taylor and Rand will find their money profitably invested.

This will of course be bad news to those who are talking of general insolvency, a breakdown in the capitalistic system and a continuous slumping of prices.

But the rest of us will probably be able to stand it.

Also the Hen and the Cow

It is all well enough to glorify the work the great American hog is unconsciously doing these days to brighten the economic picture, but there are two other denizens of the farm which are being strangely overlooked in the chorus of cheer which the city folks are now giving their farm relatives. We refer to the cow and the hen.

Taking the country's agriculture as a whole, milk yields 15.8 per cent of the total farm income and poultry and eggs 8.8 per cent. This is a bigger volume business even than hogs, as they yield 12.7 per cent, while wheat brings in only 6.8 per cent of what the farmer spends.

Too, there is something else about the cow and hen income which is not going to escape the attention of the astute advertiser. The combined income of 24.6 per cent of these two sources is just

the same as a regular salary check.

The farmer takes his cream, his eggs and his poultry to market and gets either cash on the spot or weekly or monthly settlements.

This, of course, is what keeps the farmer going in foul times as well as in fair. Advertisers should become better acquainted with the hen and the cow. In that event, they would approach the farm market with more confidence.

Let's Make It More Than a Billion Bernard M. Baruch, writing in *Nation's Business*, declares that at least \$1,000,000,000 will have to be chopped from the cost of Federal, State and local government before any real business recovery can set in.

It seems to Mr. Baruch (and who is there to say he is in error?) that \$15,000,000,000 taken out of a probable income from wealth producing effort of \$45,000,000,000 is rather a steep price to pay for the luxury of being governed.

We hope he is wrong in his view that the cutting of a thousand million dollars from the spending money of bureaucrats and others is an essential prerequisite to restored prosperity. For while this would be more or less of a detail if the Government were operated as is a private business, the workings of politics would inevitably cause a lengthy delay.

Just the same, the objective is worth shooting at and Mr. Baruch is one of those who can wield a weighty influence toward that end.

So far as we are concerned, he can make the proposed reduction two or even three billions.

There are plenty of Government functionaries that could be eliminated, and bring a large net saving both of money and worry. Take the Post Office Department, for instance, which is recognized as the chief pie counter for whatever political party that happens to be in the saddle. Suppose the post masters in all the first-class post offices in the country would get mad tomorrow and of one accord quit their jobs.

Mr. Baruch agrees that about

the only functional effect of such a wildly impossible act would be an improvement in the service.

Let's all work and fight to bring about these reforms, Mr. Baruch.

Meanwhile, let us not forget the vital reconstruction work incident to restored business confidence that can be undertaken with some degree of assurance because it does not have to be done through politics.

Free Dealing

This indeed is the land of the free. Buy three gross of this and you get a gross and a half of that—free. Buy a pint of ice cream at the corner store and (if you're lucky) you get an eight-cylinder automobile—free. Write a sonnet to a soap chip and get a month on Mallorca—free.

The lazy process of making the purchase of merchandise dependent upon bribery or a game of chance has reached ridiculous lengths. Recently a group of West Virginia druggists, disturbed at the loss of their own profits through gratis merchandising "deals," felt obliged to place before manufacturers the suggestion that they offer merchandise for sale instead of as a gift.

On the other hand, so many chain and independent retailers in Chicago are giving away free chances on automobiles that some people wonder if dry goods stores and restaurants are the forthcoming automobile distributors.

There is some evidence that these "free" schemes are successful in producing sales—at least until, as usually happens, everybody in the field comes up with similar inducements. But there is no doubt whatever that such merchandising is uniformly effective in diverting the consumer's attention from the merits of the product or products the scheme is meant to sell.

It now appears possible that the country is going to last after all. That being the case, the time seems ripe for merchandising tactics of more enduring value—such as telling the consumer *about* the product, instead of blinding him with generosity.

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Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SERVICE
OF EXCEPTIONAL
THOROUGHNESS TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Company

Loose-Wiles Biscuit Co.

Graybar Electric Company

Assn. of Amer. Soap and Glycerine Producers

Group IV, N. Y. State Savings Banks Assn.

Bell Telephone Securities Co.

The Manhattan Company

Bigelow-Sanford Carpet Co., Inc.

American Tel. & Tel. Co. (Trade Mark Service)

Equitable Life Assurance Society

Copper & Brass Research Assn.

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

THE Schoolmaster has often heard manufacturers hold forth on the benefits of getting the dealer to stock, display and push the full line. Such complete co-operation between the manufacturer and the retailer is one of the aims of exclusive dealerships.

Standard Brands, the Schoolmaster is told, has developed a little sales aid which works right in the store to bring about this desirable result. It is a shelf strip for grocers and it is producing satisfactory results in promoting full stocking of Royal desserts. It also encourages consumers to try flavors other than their old standbys.

This strip is lithographed in full color on bristol-board. It is about twenty-four inches long, and is folded lengthwise so that it may be attached to the edge of the shelf with the lithographed portion hanging down about two and one half inches. The visible portion is divided into eight sections of a width corresponding to that of the packaged desserts. Each section for gelatins bears the name of one of the flavors and pictures the fruit from which it is derived. The chocolate and vanilla pudding sections picture the prepared product in individual serving dishes.

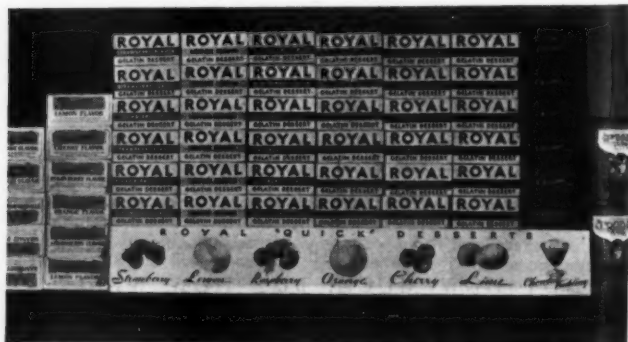
Packages are stacked face down above their respective sections on

the shelf strips, with the tops to the front. This method of stacking is more satisfactory to the grocer because it takes less space and produces a pile that is not easily overturned. In designing the Royal dessert packages this factor was kept in mind, for the tops all bear the essential identifying marks, with the flavor on a distinctive color band for quick identification.

These shelf strips are so attractively colored and such obvious customer attention-getters that grocers are anxious to use them. And their use leads almost automatically to stocking the full line, for a vacant space is as noticeable as a missing tooth. The brightly colored fruits tempt customers to use the full range of flavors, or at least bring them repeatedly to their attention.

If the dealer wants to, he may slip the blank fold of the strip above the second layer of packages (as shown in the illustration). He will then have an automatic check on stock when any flavor is sold down to the reserve line thus created by the strip.

Shelf strips, when soiled or damaged, are replaced by Standard Brands wagon salesmen, and the number distributed has already run into the hundreds of thousands. They don't cost much to produce,



and as promoters of the full line they are earning their way handsomely.

* * *

The bugbear of exclusive dealerships has always been the fear that when a line is confined to a dealer he will not confine to it. In some cases there has been actual cause for complaint where dealers have used the exclusive line merely as bait to sell cut-price competitive products.

It is just about impossible to make sure that dealers will restrict their sales to exclusive lines, even when they are given every sales aid and co-operation. Recognizing this condition, the Philco Radio & Television Corporation does not insist upon exclusive dealerships, although it does enforce exclusive distributorships.

The burden of convincing the dealer is placed by the company upon the quality, design and value of the product and its ready salability without price slashes, which is a characteristic derived from the application of a full measure of sales and advertising energy.

The Philco way—and the company is noted for having a way with dealers—is to let the dealer play around with competitive products to his heart's content, or discontent. Sooner or later he will learn on which side his bread is buttered, and in which direction lies the minimum of headaches.

Loyalty that originates in the store, on a basis of square dealings and sales facts—not rules and restrictions—ought to be worth a great deal to any manufacturer. No manufacturer can expect to command dealer loyalty; he must go out and earn it.

* * *

Every sales executive knows that there are plenty of hidden prospects that the salesmen never seem to be able to uncover, but Frigidaire is one of the first companies actually to plant such prospects and then put a cash prize upon a salesman's ability to dig them up.

The company's plan, according to J. J. Nance, manager of its sales planning division, is designed to

518,892 Members of the Y. W. C. A.'s

336,490 Business and Professional Women

290,280 Girl Reserves—Younger Members

57,556 Girls in Industry

Are in line for fall activities

All classes and clubs in Y. W. C. A.'s will be resumed early in October. New supplies and equipment will be needed.

The leaders of all our groups will look to their national magazine for assistance in their buying.

You can stimulate your sales by being represented in the October issue of the *Womans Press*.

THE WOMANS PRESS

600 Lexington Ave., New York

PLaza 3-4700

Announcing that

ALFRED E. FIEGEL

Outdoor Advertising

110 East 42nd Street

has no connection with the Fiegel Corporation, 15 Park Row, the bankruptcy of which was announced in the New York newspapers Thursday, August 25, and is in no way affected by this bankruptcy proceeding.



Pacific Coast Distribution

Sales Executive or salesman, age 36, living in Los Angeles, desires to represent Eastern manufacturer in California or entire Coast. Can profitably reorganize established office that has been unsuccessful or will introduce new line if large enough to show profitable and satisfactory result. Expert merchandising and advertising experience. "Z," Box 204, Printers' Ink.

stimulate door-to-door canvassing by all salesmen and to get sales literature into the hands of as many people as possible.

Before a systematic canvass is made of each neighborhood a prospect is picked in advance by a distributor sales manager. Arrangements are made for her to be at home all day when the canvassers are operating in her vicinity.

The salesman who is lucky enough to call at her house receives a \$10 reward; that is, if he is a good enough salesman to get inside the door and present his sales demonstration.

This plan is, of course, based upon an old idea frequently used by sales executives to encourage new salesmen. Rather than let the cub go out cold to meet the trials and discouragements which are inevitable in the beginning of a sales career, these wise sales executives mix a couple of soft prospects in with the general list given the salesman. A sale made to one of these soft prospects is like a shot of some potent drug and the ensuing exhilaration often spurs the cub on to a good sales record whereas he might turn out to be an abject failure were he not given this type of encouragement.

While the Schoolmaster is a firm believer in the horseshoe as a symbol of good fortune he has just observed the first proof of the auspicious influence of its less utilitarian kin, the quoit, which is the sporting equivalent of the equestrian footpiece.

The Thomas E. Devlin Manufacturing Company, of Burlington, N. J., seeking to help its own unemployed, as well as those of neighboring mills, to pass enjoyably their otherwise profitless time, recently turned out a few sets of quoits as a special accommodation to the unoccupied tossers of "ringers" and "leaners." The news of

the company's quoit constructing spread as rapidly as did the popularity of the pastime and orders came dribbling in. Finally the Devlin company found it necessary to call back its employees for extra shifts to meet a flood of rush orders, most of which, the Schoolmaster is informed, were for quoit sets.

* * *

New products, as soon as they even threaten to reach a stage of wide use, begin to send their ripples into the advertising of companies somewhat removed from those manufacturing the new items.

Donut tires are no exception. Although, according to the automotive publications, engineers are not endorsing these tires with any alacrity advertisers are already beginning to refer to them.

For instance, the Baker Wheel & Rim Company in a recent advertisement for its ball-bearing tie rod ends, spotlights the following paragraph:

Ball-bearing tie rod ends are especially desirable with the new low-pressure tires. The large, soft tires tend to make steering a greater effort. But the increase in rubber-on-the-road friction is offset by the decrease in tie rod end friction, brought about by ball-bearings.

Hitching your wagon to the star of a new product often gives copy a newsy flavor that it would not have otherwise. It shows that the advertiser is alert to the latest trend in his industry and that his engineers or designers are just as up to date and perhaps a little more so than those of competitors.

R. M. Kirtland Acquires Partner's Interest

Roy M. Kirtland, president of the Kirtland-Engel Company, Chicago advertising agency, has purchased the interest in that business of Frank L. Engel. Mr. Engel has resigned as vice-president and director of the company. Otherwise the agency's personnel remains unchanged.

TORONTO HALIFAX MONTREAL WINNIPEG LONDON, Eng.	"GIBBONS KNOWS CANADA" J. J. GIBBONS Limited CANADIAN ADVERTISING AGENTS	REGINA CALGARY EDMONTON VICTORIA VANCOUVER
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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS
Display and Classified Ads Written—
Inserted All Magazines, Newspapers
MARTIN ADVERTISING AGENCY
171A Madison Ave., New York, Est. 1923

BUSINESS OPPORTUNITIES

TRADE PAPER offering unlimited possibilities. Can be bought for \$2,500. Revenue from present Subscription List will pay out this amount. Only one competitor. Directory of field included which will pay profit of \$500 to \$600 a year. Box 491, Printers' Ink.

FOR SALE—A rare opportunity—to buy a 2-acre estate in Montclair at a price that will bring you a future profit; 14-room house, three baths, 2-car garage, beautiful lawn, large trees, rose garden, shrubbery and flowers. Cash required, \$8,000. Box 489, Printers' Ink.

EMPLOYMENT SERVICES

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than PRINTERS' INK, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in PRINTERS' INK, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

HELP WANTED

Wanted—Advertising production man. Write fully. Box 495, Printers' Ink.

WANTED—Advertising man for Metropolitan newspaper located in East—must be of good appearance and not over thirty-five years old. Hot air artists and sports not wanted. State full details regarding education, experience, etc., in reply. Do not enclose references. Box 493, Printers' Ink.

PUBLISHERS' REPRESENTATIVES

for Horticultural trade paper in cities other than New York. State what territory covered, and papers now represented. Box 492, Printers' Ink.

MISCELLANEOUS

DESK SPACE

Or attractive office, for rent in small N. Y. C. agency. Good location, attractively furnished, in new advertising center. Stenographic and telephone service available. Box 494, Printers' Ink.

FOR RENT: Corner office approximating 100 square feet with two exposures in the Tower Building, 6 North Michigan Avenue, Chicago. Office completely and attractively furnished. Rental \$50 a month includes cleaning, light, service, etc. Ruth Hamblen, Room 1512, 6 N. Michigan Ave., Chicago. Telephone: Dearborn 9560.

POSITIONS WANTED

A CHIEF WANTED—ENERGETIC, LOYAL YOUNG MAN wants to work as assistant to advertising executive. Dependable, resourceful in carrying out details; considerable experience with ability will prove valuable. Box 488, P. I.

Color-Photographer

with 20 years' experience for first-class color separation. Perfect in making Carbro-Prints and Slides.

Outstanding in set-ups for Advertising purposes in and outdoors. Willing to leave city.

Write Box 490, Printers' Ink, New York.

CAUTION—Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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HIT THE LINE HARD!

Never was there a time when printing was really needed as much as now.

It doesn't take any seventh son of a seventh son to figure out that sales are not coming without real effort. But there is always some business for those who have the energy and the courage to go after it. That is old stuff, but true as Holy Writ.

Is selling literature a luxury, to be indulged in only when conditions are good? Or is it a business necessity, taking a greater rank in importance as sales become rarer and harder to make?

Naturally your printing should now be planned with extra care. It should, like your other salesmen, do a better and brainier job; keep at it a little harder; put in longer hours.

We will be glad of the opportunity to offer some suggestions as to your printing plans for the near future. Of course, without obligating you in any way.

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Telephone
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CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE, NEW YORK CITY

●

During the first seven months of 1932, the Chicago Loop department stores gave the Chicago Tribune

282,433

more lines of their upstairs, woman-appeal advertising than they gave to any other Chicago newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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